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BLOCKCHAIN OF FASHION

FashTech IMIGIZE

**TOKENIZED BLOCKCHAIN-BASED ECOSYSTEM
WITH 3D-TECH AND AI
FOR SHOES & CLOTHES E-SHOPPING**

HYBRID MODEL

**UTILITY & SECURITY TOKEN AT ONCE –
TWO-TOKEN SYSTEM**

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A message from the founder

IMIGIZE was created in 2015; two years later the Blockchain Lab was created to research distributed consensus, DAPP and smart contracts for the **“Blockchain of Fashion”**.

FashTech IMIGIZE has presented the new generation product of the Fashion infrastructure. As a part of the core, the Blockchain of Fashion tests transparency of supply chains for manufacturers and brands all around the world. Thanks to the IMIGIZE, platform, sales and fittings will be secured and accurate. Put simply, IMIGIZE Blockchain of Fashion allows writing users data to the Public Blockchain database, allowing to view their previous data, without rewriting. IMIGIZE Blockchain of Fashion uses blockchain based on Ethereum and EOS; it takes a look into the future when it will be “natural” for people to interact with their clothes and footwear via their smartphone, research origin, materials, concept and brand of a product, analyze if it fits in size and comfort.

“Our task is to transform complicated Blockchain technology into a commercial application and make it convenient and useful for users and fashion industry creators. FashTech IMIGIZE shifts Blockchain technology into reality. We think Blockchain can change the world; that’s exactly why we develop apps that anyone can use. Imagine that every pair of shoes or piece of clothes will now be unique and match only your parameters. And you will be able to actually talk to brands as you do it in your social media. The product of FashTech IMIGIZE, created with Blockchain, will give a new digital experience to consumers and will allow creating a personal link with the style of clothes and footwear that they own. Combining Blockchain and Smart Tags technologies, we made your dreams of perfect purchases in the world of fashion is a reality”.



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Abstract

Blockchain of Fashion

IMZ FashTech - Fashion Technology

IMZ blockchain based cryptocurrency

IMZ ERC20 FashTech (Ethereum Blockchain)

IMZ EOS FashTech (EOS Blockchain)

Blockchain Lab

3D-scanning. AI

With these innovations, we introduce:

- **FashTech Smart Contracts:** Automatically create and encapsulate transactional details extracted from conversations to build smart contracts for the delivery of information.
- **Knowledge Attribution:** Monetizing of knowledge across decentralized, centralized apps.
- **FashTech Consensus:** Confirm the value of knowledge transferred via transparency
- **To enable the above innovations we are launching a utility token called IMZ FashTech.**
- **IMZ FashTech** at launch enables token holders to turn on the platforms smart functionality, is pivotal to user onboarding, and serves via smart contract as a mechanism to enable developers, apparel and footwear brands, e-commerce, fashion buyers, manufacturers on the platform to extract valuable information from Fashion-data.

Blockchain of Fashion

Tokenized Blockchain with 3D fitting for online purchases of clothes and footwear

IMIGIZE is a FashTech with a hybrid of Blockchain and cloud product, integrated with cryptocurrency to support loyalty programs in the fashion industry. Its task is to place unique identifiers into the blockchain for verification of customer's comfort and size fitting degree. Therefore, a collection can be "described" in the blockchain via DataStore Blockchain and using 3D scanning to convert a range of opportunities: supply chains and assets management, advertisements, customer experience and size as user's personal data, placed into the token. All information will be available in a smartphone.

Blockchain of Fashion – FashTech IMIGIZE is based on a simple idea, but complicated technological structure. The goal is to establish trustful reporting relationships and transparency while improving business processes in the fashion industry. When buying online, choosing the right size of footwear and clothes is one of the biggest issues of the online industry development and the reason for distrust of fashion-shoppers. Blockchain of fashion is a decentralized tokenization and a 3D technology of contactless fitting by IMIGIZE that makes the term of footwear and clothes "size" irrelevant and makes the process of buying items online easier. Practically, you create a digital clone of your body and try on inner volume measurements of footwear and clothing in 3D. A customer only has to choose the item by style and finalize the purchase in one click, letting the IMIGIZE choose the right size.

DataStore Blockchain and 3D scanning converts a range of opportunities:

- tracking and managing supply chains from purchasing materials to the end-buyer consumption;
- direct personalized advertisements without third parties;
- direct management of assets by user: their loyalty program and wallets;
- unique experience of user's interaction with footwear or clothes;
- creating for each user their footwear and clothes comfort profile based on their anthropometric data.

Use case Mobile of App & Wallet & Loyalty

The **Imiscan** (by Imigize) has been created for creating user's digital 3D clone that is available in Apple Store iOS and Play Market Android.

- Android: <https://play.google.com/store/apps/details?id=com.imigize.imiscan>
- iOS: <https://itunes.apple.com/ro/app/imiscan/id1358331891?mt=8>

In this app the user has to take photos from three angles, and the AI-based internal algorithm will create users 3D clone to choose fitting size, brand and model of footwear or clothing. For example, to choose footwear, length, width, foot instep and position of fingers have to be taken into an account. The clone is created to compare 3D models of the inner volume and 3D model of the customer's feet, which are used to choose the correct size, brand, model, to take into account any changes and availability of the item in the online store, to check bonuses and discounts.

The scanning of collections and creating 3D models of inner volume of footwear and clothes from the online stores' sales range is done in the Blockchain Lab "Imigize FashTech". The Imigize software algorithm combines 3D models of products with the parameters of a digital customer's clone with an accuracy up to 1mm and finds the most fitting, comfortable size. The user can sort by compatibility percentage (comfort rating) any of the collections of footwear and clothing in the online store by clicking on the function "Show only fitting". An encryption protocol in the local distributed network of the Registration Centre servers, which are located in different geolocations to comply with the law on personal data, provides storage and anonymity of user's digital 3D clones of the body. When scanning a body via mobile app, the data is saved on the Personal Data Registration Centre widget using the Blockchain of Fashion – FashTech IMIGIZE, so the app does not store personal data, ensuring the user's anonymity.

The "**User's personal anthropometric comfort profile**" is created when scanning and registering a user, and contains several crypto-wallets (the BIP31 method, rootkey). The online store logs the user in using one of these wallets. Moreover, the mobile app allows users to use existing crypto-wallets for receiving, storing tokens and using them to pay for goods.

Summary & Intro - MVP - Profits:

1. Founded: IMIGIZE Q'2 2015, Blockchain Lab Q'3 2017 with distributed consensus, DAPP and smart-contracts, Blockchain of Fashion.
2. The stage of development: launched commercial product: the Service of contactless 3D fitting of clothing and footwear.
3. Status: Platform developed in past 20 months / Q'4 2018 - Launch for 20+ e-commerce stores; 1M+ customers.
4. HQ: Hong Kong.
5. Headcount: Core team 25, another 40 employees. A team of professional developers and mathematicians focused on the fuzzy 3D objects modeling, computer vision, neural network, artificial intelligence elements, professionals in

- industrial inspection, engineers and technologists of textile, clothing and footwear industry.
6. Blockchain Lab Europe (3D scanning) of footwear based on the modern industrial equipment with capacity of 1M pair of shoes per year.
 7. Android and iOS mobile application.
 8. Patents and intellectual property. FashTech Imihize Ltd. (Hong Kong) acting through Everbright Innovations Limited (Hong Kong) has exclusive and priority right for the intellectual property, confirmed by IPO/PCT (International patent organization):
 - a. Inner volume measurements European Patent No. 3 333 535. Currently the procedure of national placement in the USA, China, Russia and Japan is undergoing.
 - b. Innovative algorithm for choosing footwear size and evaluation of personal comfort degree.
 9. SaaS, Gadgets, CRM, Blockchain & Smart-contracts:
 - a. SaaS and equipment for ultra hi-res panoramic 3D photo (360°x360°).
 - b. SaaS for logistics and industrial footwear scanning (Imigize ERP).
 - c. SaaS for computing and storing customers data (Imigize CRM).
 - d. SaaS for easy integration with any online-store.
 10. Digitalized items of 15+ global manufacturers: Anta Sport Products, Adidas, Nike, Reebok, Saucony, Asics, Ecco, Converse, Vans, Keddo, Strobbs, Patrol etc.
 11. 4000+ Imigize users ID.
 12. Commercial contracts and users connection scaling of largest e-commerce. 100+ M customers after the successful public launch in RunLab, Wildberries, SportMaster for Blockchain Lab Europe.
 13. The test and income from the European and Chinese branch, and developing Blockchain Lab China & APAC-countries, Blockchain Lab Brazil and Blockchain Lab USA.
 14. Service monetization model:
 - a. Cost-per-sale: 2-5% agent fees from each pair of shoes sold in online stores using the "Imigize contactless footwear fitting" technology, which is \$ 2.5 for each pair sold.
 - b. Selling footwear panoramas (360 ° x 360 °), \$ 5 per model.
 - c. B2B: White Label for Blockchain of Fashion, branded private token.

Imigize main web-site: <https://imigize.com>

Token Sale: www.fashtech.network

Blockchain of Fashion – problems and solutions

The world of fashion and luxury is associated to some biggest problems as sales growth, returns, safety and counterfeit goods. Blockchain of Fashion solves these problems by developing a secure log that locates owners of designer goods, writes the parameters, customer experience, preferences, and saves the information about changes in the client profile. The database has everything for the customer to decide whether the clothes and footwear they want to buy is genuine articles, and actually fits them in size and comfort. Blockchain goes outside the framework of financial services and opens new potential for fashion businesses and brands.

IMIGIZE Blockchain of Fashion is a pioneer, and even if the Blockchain is not widely used in the fashion industry, it is one of the global fields of work that is set for a positive change.

Tokenized Blockchain with 3D-tech for footwear & apparel e-commerce

FashTech IMIGIZE is the hybrid of AI and cloud storage solution integrated with the Blockchain technology on EOS (the alternative to Ethereum smart contract) and own crypto-currency, which uses unique identifiers for deciding whether an item fits a customer in size and comfort. The size, collection and style can be "described" on the IMIGIZE platform using the DataStore, blockchain and 3D scanning technologies combination. The "digital product description" can be used to improve and manage every stage in supply chain, for advertisements, assets management and customer service. IMIGIZE will create a digital model and 3D clone of user's body, which will be encrypted as user's personal data. The final step in the supply chain will involve the two data sets (the digital product description and digitalized user's anthropometric data) to be combined in any time to decide the perfect fit, taking user's specifications in consideration.

How IMIGIZE Blockchain of Fashion introduces Blockchain for the fashion industry?

IMIGIZE Blockchain of Fashion uses smart-tags to locate authentic and best fitting for the user items from all collections available on the market, thus IMIGIZE help to return purchases management to the consumer. You can scan your body using the mobile app, and confirm whether your purchase will fit you in a few seconds using smart-tags. This technology allows consumers and brands to track and show information on the supply chain status. The Blockchain technology, as one of the eight new technologies, gives an opportunity for the brands to increase transparency. IMIGIZE Blockchain is needed to develop a data tracking system that will safely store the information, which is audited, immutable and open. The goal is to develop an open tracking log that allows seeing the history of each item and the fitting degree with personal anatomic body parameters. FashTech IMIGIZE uses the Blockchain technology in a way to provide secure certificates and other information tracking ability in the chains of transactions and supplies, and choosing the correct brand, item variation. FashTech IMIGIZE Blockchain makes sure that each physical product comes with a digital user's "passport", which not only proves the authenticity, but also creates audit record about the product route history or past data that shows previous purchases and unique user's sizes. It means that if you want to track the origin, footprint or the story of the cute dress in your

wardrobe, or to choose something completely new focusing on the anatomic features of your body, the Blockchain technology will be able to tell you the story of an item that will surprise you. It is fashion that is ready to be honest and transparent.

Inability of 100% shift towards online purchases: returns and overproduction

Choosing the right size of shoes and apparel for online shopping is one of the global problems in the development of the fashion industry and the reason for the distrust of buyers. More than 40-60% of returns are because of the non-fitting size. Thus, this forms the distrust of shopping online due to possible size mistakes and dissatisfaction with the comfort. FashTech IMIGIZE resolves the problem of returns. The pilot integration with European stores shows the reduction of returns in 3-4 times; the tests showed that it reduced from 90% to 17%. Blockchain for fashion / decentralized tokenization, the 3D contactless fitting technology from FashTech IMIGIZE makes the concept of "size" of shoes and clothes irrelevant for online, simplify the e-shopping process. You are actually creating a 3D-clone of your body and trying on 3D-volumes of shoes and clothes. The customer needs to choose the product which likes, and complete in one click, delegating the selection of the correct size to the FashTech IMIGIZE. Blockchain of Fashion changes the mentality of consumption, highlighting the value component of an item.

Blockchain of Fashion: what is the future of e-commerce?

Blockchain technology was said to be an immutable and transparent unit of digital "accountant" for recording not only economic transactions, but also the "virtual" values. The invention created the basis for a new type of Internet, allowing for complete transaction security and the distribution of digital information. What makes Blockchain safer? The answer is a decentralized database, where data is not just stored in one place. Entries are open to the public and easily verified for each user who has access to the system. This decentralization creates a specific mechanism for preventing hackers from being able to access the database.

The blockchain is a database or a digital register that automatically updates information in the web without a centralized mediator. When a user enters the information in the database, (in case of Blockchain by FashTech IMIGIZE we are talking about the body clone parameters and financial transactions), this entry is linked to others in the "block", and every other copy automatically synchronizes via Internet. The link between all blocks in the "chain" makes the book theoretically immutable, since a hacker to change a transaction or a record will have to change every link in the chain. The distributed nature of Blockchain makes it transparent, since every user can see the item's story without interference of a central administrator, and communicating with each other. The fashion industry now is based on the thin Blockchain protocol level, most of it are Mobile Apps, and main players tend to dominate the market. As a result of their power, they have the ability to restrain resources, monopolizing user data and suppressing creativity. The fashion industry is not fully centralized as such, in fact, it includes many independent merchants. However since the industry is optimized for mass production, the immense power of the larger market participants have molded an industry that is currently very centralized in nature. Large fashion brands can place huge orders which push down general minimum production quantities and invest in new technologies that small brands cannot achieve or afford. Blockchain can change that. The decentralized systems allow small brands to risk the new design platforms.

How does it work?

Blockchain is a digital register of users' data and transactions; all updates can be seen live throughout the network, which allows to see the whole story of the product and its main components. The blocks of data cannot be edited, which makes it hard to hack the technology, thus protects this alternative to current digital data. Blockchain can record any type of data, including sales and contracts, minimizing paperwork and decreasing expenses. Blockchain by FashTech IMIGIZE uses for e-fashion these and other advantages!

Authenticity

For the fashion industry, the "authenticity" of luxury brands was a recurring problem, reducing the exclusivity of items and then an era of fakes and blurring of individuality at lower prices stepped in. The data tracked by the individual metrics of the buyer and the materials and samples provided by suppliers guarantee customers that their purchase is one hundred percent genuine, as well as perfectly comfortable. The blockchain also promises to curb the theft of many expensive items, while promoting the resale of goods and tracking ownership of items.

Online stores and payment

Blockchain technology is widely known for its ability to keep track of all transactions and subsequent ownership of crypto-currencies, such as Bitcoin, thus successfully creating a secure and reliable transactional system. The blockchain system will not only give retailers the ability to accept crypto-currency payments, but the digital ledger entry created will also help to facilitate, simplify, and track the returns process. Large purchases of luxury fashion become controlled and checked to decrease resale of stolen goods.

Exchange of goods

A blockchain platform can quickly and efficiently provide an authentication process, without the intervention or need of a third party. Each user can easily control their personal information. Have you ever owned luxury goods? This technology gives the ability for buyers and sellers to easily see and track a change in the ownership of goods.

Fast fashion and Blockchain

Since the times of the Second World War fashion was officially divided to seasons, such as spring/summer and the February debut of autumn/winter collections. Uneven timescales are carefully designed to give all brands enough time to gauge the interest of retail customers and customers. In the period between when new lines are introduced, and as soon as they arrive on store shelves, brands assess demand in order to make the necessary amount of clothing during the season. Fast fashion has shifted design from the catwalk to the store shelves, in particular, every aspect of this model no longer works. Big brands like Top Shop, H&M, Forever 21 and Zara have built their business at agility and speed. Once these retailers find another trend, they can deploy their ultra-fast design and supply systems to realize the market trend as quickly as possible. Shoes and clothing standing on the "runways" can be discovered in a few months and reproduced with quick "models" before the real goods get into the stores. Fast fashion brands tend to push different styles of clothing to satisfy smaller target consumers with the ability to quickly get products on store shelves in real time. Moreover, they are inclined to push the run-

through of clothes and shoes to tests to meet customer needs or to "self-assemble" for ultrashort ways to change collections.

Decentralization of the production and supply

Large brands often keep their manufacturers and suppliers a secret. Lack of transparency in manufacture-supply chain gives them an unmatched advantage. Monopolization of the market restricts smaller players of the fashion market. But here it is also not as simple as it may seem. Fast fashion companies don't always win the Fashion roulette. For example, H&M recently announced 4.3M unsold clothes due to the demand loss. The Blockchain technology transforms the apparel supply chain, allowing tracking goods from the manufacturing stage to sale. Manufacturing decentralization, and understanding an item's story as a consequence, is an unmatched advantage nowadays. Customers require transparency, sellers use it as an advertisement as well. Blockchain is a unique opportunity to link physical aspect of an item to its digital identifier in Blockchain network. Because blockchain is distributed, it makes all stages of an item's life cycle transparent, since every user can see the entries story in the register. All companies can use this technology to check digital identifiers like "smart" contracts that are done automatically, and track the supplies all around the world. Such transparency of supply chains motivates small companies change their way of doing business and be a part of the development of the fashion market.

Fashion industry has started testing Blockchain

The fashion industry has already started testing the capabilities of blockchain. In 2017, London designer Martin Yarlgard used blockchain technology to produce the first line of clothes with "smart labels" that consumers could scan to see every step in the production process - from raw materials used, to finished products; complete with timestamps and location mapping for each step - even identifying details such as the source of alpaca sweater yarn. Such transparency will become a point of sale for consumers who increasingly want to know how, from what, and where their clothes are made. In addition to tracking, the Blockchain app allows customers to interact with the product, add their own photos, videos or personalized messages. Today, the large-scale use of blockchain technology to prevent counterfeiting is being trialed by Chinese e-commerce giant Alibaba, which is developing an application to track its products. Each time a product moves from one place to another, its code or tag will be scanned, recording its location with a time-stamp.

Blockchain by FashTech IMIGIZE & Augmented Reality (AR)

Blockchain & AR changes the game for every fashion industry player: sellers, stylists, manufacturers, designers and, of course, clients. It allows items and methods growing as fast as fashion trends. Simply put, a blockchain is a common database or digital register that automatically updates information across the entire network without the need for a central intermediary. When a user enters the information in the database, (in case of Blockchain by FashTech IMIGIZE we are talking about the body clone parameters and financial transactions), this entry is linked to others in the "block", and every other copy automatically synchronizes via Internet. The link between all blocks in the "chain" makes the book theoretically immutable, since a hacker will have to change every link in the chain. The distributed nature of Blockchain makes it transparent, since every user can see the entire story of entries in the register. The Blockchain by FashTech IMIGIZE can be public or private, accessible for all or for certain

businesses/ individuals, where several users must record and maintain common transactions entries, events or other information, without central administrator and interacting directly with each other. Companies are already using technology to validate digital identifiers, such as "smart contracts" that are automatically executed and track the delivery of goods around the world. Walmart uses the IBM blockchain platform to track product deliveries as part of a security improvement initiative and the diamond industry uses blockchain platform Everledger to verify unique diamond attributes in conjunction with radio frequency identification (RFID) and other Internet-of-Things technologies. Although other tracking technologies have been available for some time, the blockchain's distributed infrastructure means that records cannot be changed, lost or destroyed. For example, if a supplier tries to change an order for a customer without them knowing, or the customer tries to convince about the return of the goods as inappropriate, the customer will have an indisputable record of the original purchase order, from which to make a claim. Blockchain by FashTech IMIGIZE allows branded products to be tracked on a blockchain, letting their authenticity be easily verified by brand owners, retailers, and consumers, thus reducing the risk of counterfeiting and fraud - even when goods are sold from second-hand or discount vendors. Blockchain applications will also allow designers to document every step of the design process, providing consistent proof of creation in the event of a dispute or trademark infringement. Brand owners who license their projects or trademarks can use FashTech IMIGIZE' blockchain to track sales and royalties — similar to a system already developed in the music industry to track royalties using the IBM blockchain platform.

Trust protocol

The most immediate and obvious use of Blockchain in fashion is to check whether the item of clothing is fitting or not. 3D-scanning and Blockchain combination can with full confidence tell the customer whether the dress or sneakers are suitable and save the purchase history in a token like a loyalty card. With revenues of about \$ 600B a year, the return of unsuitable items of clothing and footwear harm brands and consumers.

Blockchain can be used not only for tracking financial transactions, but for secure information exchange, where, for example, SKU databases and other information (let's call it a complex metadata) can be stored. In essence, Blockchain is just a standardized information index. To put it very simply, Blockchain is a map created by Fashion community. In light of the growing concerns about remuneration, the European Commission's recent antimonopoly policy of \$ 2.7 billion and a general lack of innovation around SKU, an initial product tracking application that can be revolutionary in a grand way, like democratizing the fashion industry with FashTech by IMIGIZE. This can be used to create a decentralized data pool in the market that will be used to feed many different types of new interaction tools, whether on the Internet or in a store, which would prevent too much influence from companies such as Instagram and Google for a long time period.

Sales chain and transparency

Blockchain can tell which brand fits and protect from annoying ads, follow discounts, show your payments history and body changes. Customers can have direct access to information. Blockchain is able to increase trust and loyalty to a brand during the entire product's lifecycle. Blockchain can provide transparency in the supply chains and at the government level, they request information from even remote manufacturers / buyers around the world. History has shown that data centralization at one place does not work for transparency: the presence of a

controlling single element creates bias, even when it is a third party and cannot be completely disinterested in maintaining a system especially vulnerable to social engineering or targeted hacking. Even without mentioning whether centralization is dictated from the brand itself or from the largest player/Middleman for the supply chain, but this creates a serious conflict of interest. Blockchain will completely change the game for certification, production tracking and sales or product returns.

Customer's experience

Blockchain creates the dawn of a new era for fashion, where customers interact with their clothes and shoes in a deep and meaningful way. Therefore, Blockchain is storytelling, and brands can do it quite easily and combine it with Social Media. Apart from the details of production, it is necessary for consumers to understand the levels of difficulty associated with entering a product on the market, Blockchain can help move the mentality away from dumping products into a landfill and assess the value of items instead. More than a third of purchased garments are recycled within one year. The Internet is a digital storage medium, and the blockchain is a digital medium. By 2025, it is estimated that up to 70% of all global markets will depend on Blockchain and, in the fashion industry, will enable brands to play a leading role in providing greater transparency. The huge potential of IMIGIZE is also highlighted in the Smart Contract, with automatically executed agreements without human intervention. Teaching the consumer through the journey of the product, it intends to redefine the value of fashion, including such elements as honesty and real transparency.

Direct advertising and loyalty programs

There is a problem of low conversion from bulk advertising. Online stores spend marketing budget to attract new users via third parties or sending context or behavioral history based ads. Blockchain of Fashion can not only tell which brand will fit, but also protect from the annoying advertisements. Using the purchase history, online stores will be able to create targeted emailing with new items, taking into account preferences and comfort degree of each user.

This ensures the growth of loyalty of the previous customers and the formation of loyal customer clubs, since the confidence in online shopping of clothes and shoes will grow. In addition, if the user permits to send him ads through FashTech IMIGIZE and makes a purchase in the future, he will be rewarded by the online store with bonuses from the general loyalty program.

IMIGIZE is the tokenization of business and Blockchain that controls financial operations and tracks rewards system for purchases.

Registration of the IMIGIZE -> Manufacturer -> Transporter -> Middleman -> Consumer

(All in DataStore Blockchain)

The example of the manufacturing and sales process using Blockchain and IMIGIZE.

Blockchain in Fashion – FashTech

IMIGIZE

Imigize decentralized technology of contactless fitting is based on the personal 3D anthropometric data that are placed in the each user's personal token; it gives to brands and online store an ability to exchange, save, accumulate rewards on unique users profiles using the Blockchain.

For customers:

IMIGIZE is the service that allows remotely and with high accuracy to perform virtual fitting of footwear and clothing in the online stores. The combination of 3D scanning (body, clothes and shoes) and Blockchain technology allows you telling the client with confidence whether the dress or sneakers are suitable and comfortable, save the purchase history in a token like a loyalty card, protect information from unauthorized access. Blockchain's purchase records verify a digital comfort profile that becomes an identifier for smart algorithms for finding the right size for clothes and shoes. From purchase to purchase a personalized customer comfort profile is created, taking into account requirement changes. Each purchase of clothes and shoes is recorded in the Blockchain and is the basis for verifying the buyer's identifier and data for improving the comfort profile. Using individual 3D-anthropometric data placed in each customer's personal token, the service monitors the discount system, showing the history of purchases; it knows not only which brand is suitable for the buyer, but also it has an additional option: the ability to track changes in the body shape. Blockchain in Fashion changes the very mentality of consumption, focusing on the value component of the product. It is no secret that more than a third of purchased items of clothing and footwear are thrown out in a landfill within one year and in 50% of cases it is due to inconvenience and purchase of the wrong size.

The IMIGIZE service allows remotely and with high accuracy to virtually try on footwear and clothing in online stores.

For brands and businesses:

IMIGIZE is a business tokenization and Blockchain that controls financial transactions and monitors the rewards system for purchases. Blockchain creates the conditions for transparency in monitoring manufacture process, certification, supply, sales and returns. Within FashTech IMIGIZE, all market players have a direct access to product information and its comfort degree in each specific case. FashTech IMIGIZE creates a history of production, sales and purchases that can easily be used by brands using Social Media to increase trust and loyalty to the brand throughout the product life cycle. For brands and businesses, FashTech IMIGIZE gives the opportunity to receive, share and save comfort profiles of goods for each of the local markets, accumulating rewards in tokens by unique user profiles. Blockchain records the sale and thus verifies data on the comfort of a product in each of the local markets; it is valuable information for suppliers and manufacturers. This information can be filtered by age, gender and other criteria, which makes it possible to optimize production and produce comfortable products. Suppliers get access to the analytics of comfort of shoes and clothes verified in Blockchain, and they can optimize production orders taking the data into consideration. FashTech IMIGIZE

anticipates a significant reduction in product returns and as a result, a reduction in overhead costs and revenue growth.

Industry archaism and disorganization, the absence of standards: IEEE, UL, ISO:

Unlike other industries, there is currently no standard body such as IEEE, UL or ISO standards for the fashion industry; its formation will be the first step towards ultimately achieving a new multi-level understanding of what is really happening across the entire fashion industry and e-commerce sector. There is a problem of disorganization of the fashion industry that exists in many cases, at the same time different tracking systems are used on all levels in other industries, they are divided or archaic at most stages of the fashion industry democratization. It is time to take a decisive step, and Blockchain is how it is done in dozens of other industries, so it is the best time for a deep study of wide applications for our business!

The standardized meta-data format SKU (SMF) can include links to items images, accurate calibration data, encrypted instructions for manufacturers/seller and buyers on when to change prices or POS displays, suggested e-commerce SEO keywords, individual products sustainability statistics, customers parameters for size and comfort preferences. The universal SMF standard (or Smurf, as you like) can be updated over time to introduce new ideas or meet new information technology requirements across the industry. Blockchain in the fashion business is a uniform real-time access to updated product information provided by brands, a universal way for retailers to immediately inform suppliers about things like stock levels and customer reviews.

Fashion democratization using FashTech IMIGIZE and introducing SKU (SMF)

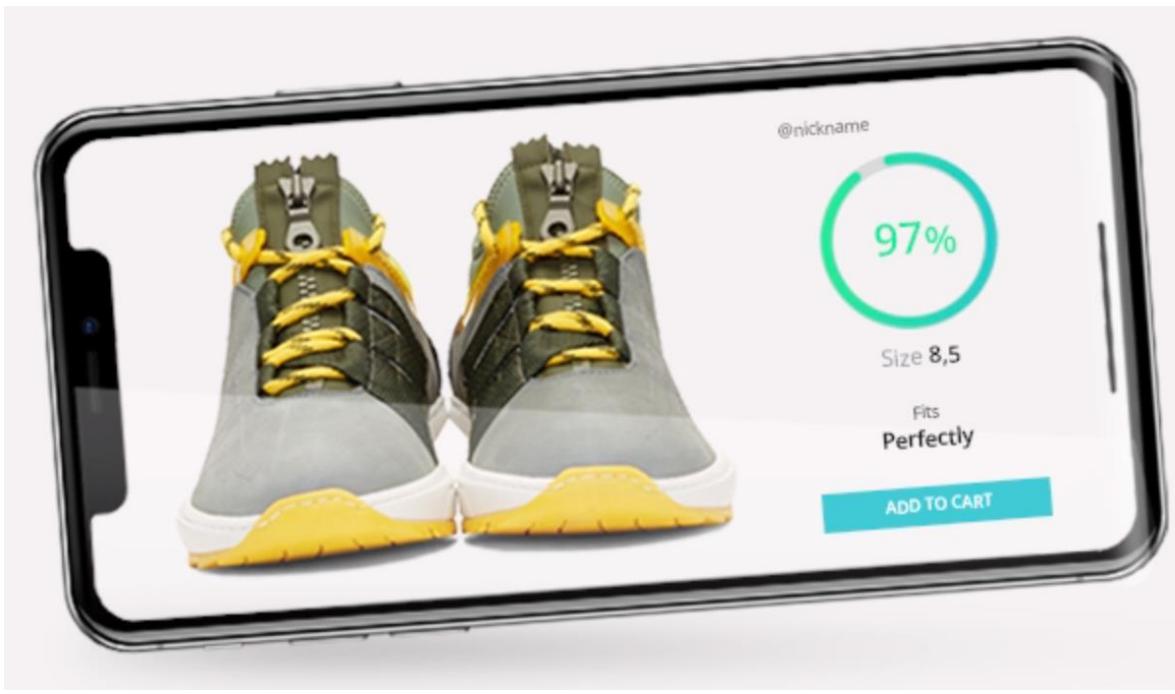
Ideally, every SKU produced by each brand and trademark would be available via the blockchain for any retailer, editor, manufacturer and end-customer. Each block in the chain will be owned by a brand, registered via a central, but an open accreditation portal; these blocks will include only information on where to find the data on the specific brands or item/collection. The brands themselves will keep and control that data. Any number of companies and individuals could build tools on top of this technological foundation that would help users view and access various public and, for some instances, secure private data. For this to work coherently and efficiently within the fashion sector there is a requirement for a standardized, universal meta-data format SKU (SMF) to be implemented throughout the industry. This format may include links to product images, accurate calibration data, encrypted instructions for manufacturers/retailers and buyers on when to change prices or put a display in a certain way, suggests keywords for use in e-commerce for SEO, individual product sustainability statistics and the SMF standard (or the Smurf standard, if you wish) can be updated over time to introduce new ideas or meet new information technology requirements in the whole industry.

Blockchain is used in other industries for such things as documented tracking of encrypted medical documents, which are distributed between hospitals, decentralized trading of airline tickets and tickets for sports and leisure activities, which puts a barrier to fraud. Although there are other tracking technologies, the blockchain's distributed nature means that the records cannot be changed, lost or destroyed. If the supplier tries to change the order or the customer tries to convince about the return of the goods as inappropriate, for example, the customer will still have an indisputable record of the original information about the order, like secure trading micro transactions in the financial industry and accurately documented tracking of encrypted medical documents that are distributed among hospitals. Blockchain by FashTech IMIGIZE

allows you to track branded products through a blockchain, their authenticity will be easily verified by brand owners, retailers and consumers, reducing counterfeiting and fraud, even when goods are sold from second-hand or discount vendors.

Blockchain in the fashion business is a uniform live access to updated product information, filled by brands, a common way for retailers to immediately inform suppliers about things like stock levels and customer reviews. Unlike other areas, there is no standard body of IEEE, UL or ISO standards for fashion technologies; its formation will be the first step towards ultimately achieving a new multi-level understanding of what is really happening in the retail fashion & online-shopping market. There is a problem of disorganization in the fashion industry, while many different tracking systems are used at all levels in other industries and how they are separated or archaic at most stages of creating the fashion industry democratization. The time has come to take a decisive step, and Blockchain is how it is done in dozens of other industries, so it seems to be the best time for a deeper study of wide applications for our business. Creating a decentralized and verified pool of SKU+ metadata blocks on the Fashion market makes it possible to make the entire production-sales chain transparent.

MVP / Profits / Imigize project commercialization



Currently the Imigize service is launched in the Blockchain Lab Eastern Europe /100M+ of potential service buyers. Provided that 2-3 pairs of footwear are bought yearly, it adds up to 200M+ purchases:

- Runlab (www.runlab.ru/krossovki/v-man/) (sign up, enter the catalogue, and click the "Only fitting" button).
- Wildberries (www.wildberries.ru), 30 000 000 Unique Customers Monthly (MAU) / <https://blog.imigize.ru/?m=201802>
- Sportmaster (www.sportmaster.ru), 90 000 000 clients

By Imigize marketing, technical and business plans, hundred millions of users will use the service in not less than a hundred largest worldwide online stores by 2021. With a four-year forecast of 500-800M customers worldwide. The Blockchain Lab operates in Europe (a high-tech industrial footwear inner volume Measurements Centre) with a capacity up to 1M footwear samples per year (with a possibility to increase it up to 10M). Currently, more than 15 000 models have been scanned from the Wildberries, RunLab and Sportmaster range of footwear.

Currently, clients of the service can use beta-version of the mobile app iOS / Android available at Apple Store and Google Play Market or use the scanners located in the partner stores.



Imigize Europe works with large clients within the commercial launch of Blockchain Lab Eastern Europe: RunLab, Wildberries, Sportmaster.



Service implementation on the Runlab website (<https://www.runlab.ru/krossovki/v-man/>):

RUN LAB Running club Record on the selection of shoes Articles Shipping and payment For clients Shops and contacts

Men Women NEW SPECIALS Поиск To come in Basket

the main / Footwear / for men / Sneakers

Men's Running Shoes

Category: Price: 2300 rub. 25,000 rubles With discount Kind of sport Floor Coating Pronation The brand Dimensions Delta Sneaker type Score

Sort by: Compatibility Only suitable for me Display by: 40 60 100 all

Asics Tartherzeal 6 7 900 rub. 5 593 rub. 83% Suitable: OK

Asics DynaFlyte 2 9 900 rub. 6 993 rub. 83% Suitable: OK

Asics Noosa FF 2 8 900 rub. 6 293 rub. 82% Suitable: OK

Asics Alpine XT 6 400 rub. 4 543 rub. 82% Suitable: OK

RUN LAB Running club Record on the selection of shoes Articles Shipping and payment For clients Shops and contacts

Men Women NEW SPECIALS Поиск To come in Basket

the main / Footwear / Sneakers / Dynaflyte 2

Asics DynaFlyte 2 Sneakers Article: 17D0N 9023

thirty%

Color: 

US sizes
Select a size to see the availability of shopping
8 8.5 9 9.5 10 10.5 11
11.5 12 12.5 13

MSC_Metro Taganskaya
MSC_Metro Smolenskaya
Online store
SPB_Metro Krestovsky Island
MSC_Krylatskoe

size table
83% The size ten will suit you
Evolution is a recommendation

9 990 rub.



Description
The second version of the lightweight and versatile DynaFlyte model, released for the first time in 2016. Sneakers for daily workouts and races. Suitable for athletes with a neutral pronation.

Asics DynaFlyte 2 - truly lead in versatility. Good damping without viscosity and loss of energy is achieved due to the lightweight FlyteFoam midsole foam. Sneakers perfectly show themselves at any distance.

Service implementation on the Wildberries website (<https://lk.wildberries.ru/comfort>):

WILDBERRIES Поиск

FOR WOMEN ELECTRONICS FOR MEN NUTRITION FOR CHILDREN JEWELRY FOOTWEAR PREMIUM ACCESSORIES PRESENTS BOOKS AND CDS TRENDS HOUSE AND COTTAGE BRANDS SPORT AUTUMN 18 BEAUTY TOYS PROMOTIONS

the main Products Personal comfort

my basket Deferred goods Waiting list Favorite brands

Work with an order My orders My shipments My balance Personal offers Purchase history Returns Return clearance

Profile My details My discount 5% My markings Notifications news Personal comfort

Feedback My appeals Quality of service Questions to the product Product Verification

Social My images My reviews My friends

Authorized profile.
You can proceed to purchase shoes based on your individual parameters.
GO TO THE DIRECTORY

Choose shoes on wildberries
And we will prompt the necessary size

Правильный выбор 95% отмена

Contactless 3D fitting
Our 3D scanner will analyze more than 20 parameters of your feet and suggest the most suitable shoe size.

https://www.wildberries.ru/catalog/obuv/vybor-obuv

WILDBERRIES Поиск

FOR WOMEN ELECTRONICS FOR MEN NUTRITION FOR CHILDREN JEWELRY FOOTWEAR PREMIUM ACCESSORIES PRESENTS BOOKS AND CDS TRENDS HOUSE AND COTTAGE BRANDS SPORT AUTUMN 18 BEAUTY TOYS PROMOTIONS

Back

CONVERSE All brand products

Reviews: 127 Bought over 1600 times

88% **May come**

Size out of stock Add to the waiting list 37.5 38 39 39.5 40 41 41.5 42 42.5 43 44 44.5 45 46 46.5

ADD TO WAITING LIST

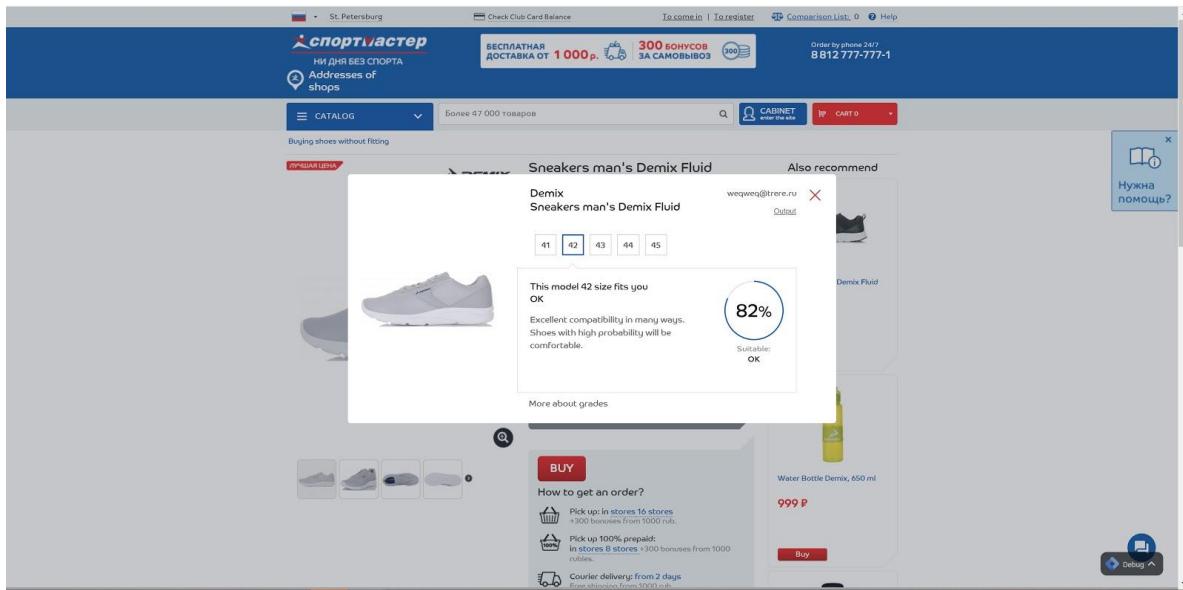
Found an inaccuracy in the description? Let us know!

Parameters *
Clasp Type: Lacing
Shoe lining material: textiles
Shoe sole material: rubber
Material insole: textiles
Shoe completeness (EUR): F (6)
Sole height: 2 cm
Season: demi-season
Gender: Male
Brand Country: United States

CALL FROM THE SITE ST. PETERSBURG FREE SHIPPING PICKUP ITEMS PERSONAL DISCOUNT UP TO 17% FAQ ↑



Service implementation on the Sportmaster website (www.sportmaster.ru):



Imigize main website: <https://imigize.com>

Video about Imigize technology: <https://www.youtube.com/channel/UCvkSYWOvypSWFjy9cFoS-FQ>

Footwear and apparel fashion industry capacity

Goal: Transform the **\$3 trillion fashion market (2% of global gross domestic product (GDP) and create a new \$100B+ market.**

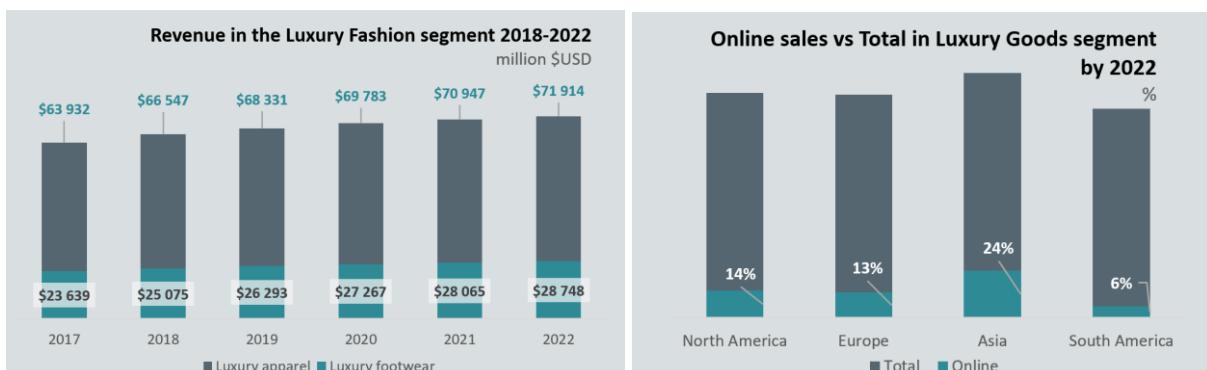
Up to 90% (70% in the USA) of customers don't trust online purchases of shoes and clothing; with the main reason given that products received were badly fitting and therefore uncomfortable.

Total revenue in the Footwear segment: \$358M in 2018 with the global market expected to grow annually by 4.2% (CAGR 2018-2021, SAM 30% \$107,379M, SOM 30% \$32,213M). The Apparel market is \$1.54B in 2018 and expected to grow annually by 4.4% (CAGR 2018-2021, SAM 30% \$462,040M, SOM 30% \$138,612M).

E-commerce revenue:

- Footwear - \$106,177M in 2018, SAM 30% \$31,835M and SOM 30% \$9,550M;
- Apparel - \$340,411M in 2018, SAM 30% \$102,123M, SOM 30% \$30,636M

Revenue in the Luxury Fashion is \$91,623M in 2018. It is expected to grow annually by 2.4% (CAGR 2018-2022):



Main players of the market

- LVMH, Louis Vuitton Moët Hennessy, a French luxury conglomerate is currently the largest luxury fashion company worldwide. LVMH's annual revenues reached 42.6 billion Euros in 2017 and the company is valued around 122 billion Euros. The company operates a chain of independent stores and shops-in-shops for fashion brands such as Louis Vuitton, Fendi, and Dior.
- Kering is the second largest conglomerate company with the headquarters in Paris, France, which specializes in retail and luxury goods. As of 2016, the company had almost 36 thousand employees around the world and reported a global revenue worth 15.47 billion Euros. Some of the most prominent companies in this portfolio are Gucci, Saint Laurent, Alexander McQueen, Bottega Veneta, Stella McCartney, Sergio Rossi, Christopher Kane and Boucheron, Puma and Volcom.
- Nike, the second by scale global manufacturer of trend clothes, an American athleisure and lifestyle brand. Nike's annual revenues reached \$34.46B in 2017 and the company is valued

around \$105B. Nike sells goods all around the world; the USA (46% from total revenue) and West Europe (19%) are its biggest markets. Around 90% of revenue is from the Nike brand. 10% comes from Nike's affiliated company Converse. The best selling unit is footwear with 63% of Nike's revenue.

- Inditex is the Spanish fast fashion giant valued around \$92B. It is third Fashion Company by scale in the world. Inditex owns such companies as Zara, Pull&Bear and Stradivarius. The Spanish company is valued at 75B Euros and its annual revenue worth 25.34B Euros in 2017. Inditex has stores in every large city in Europe, where the most of the income comes from.

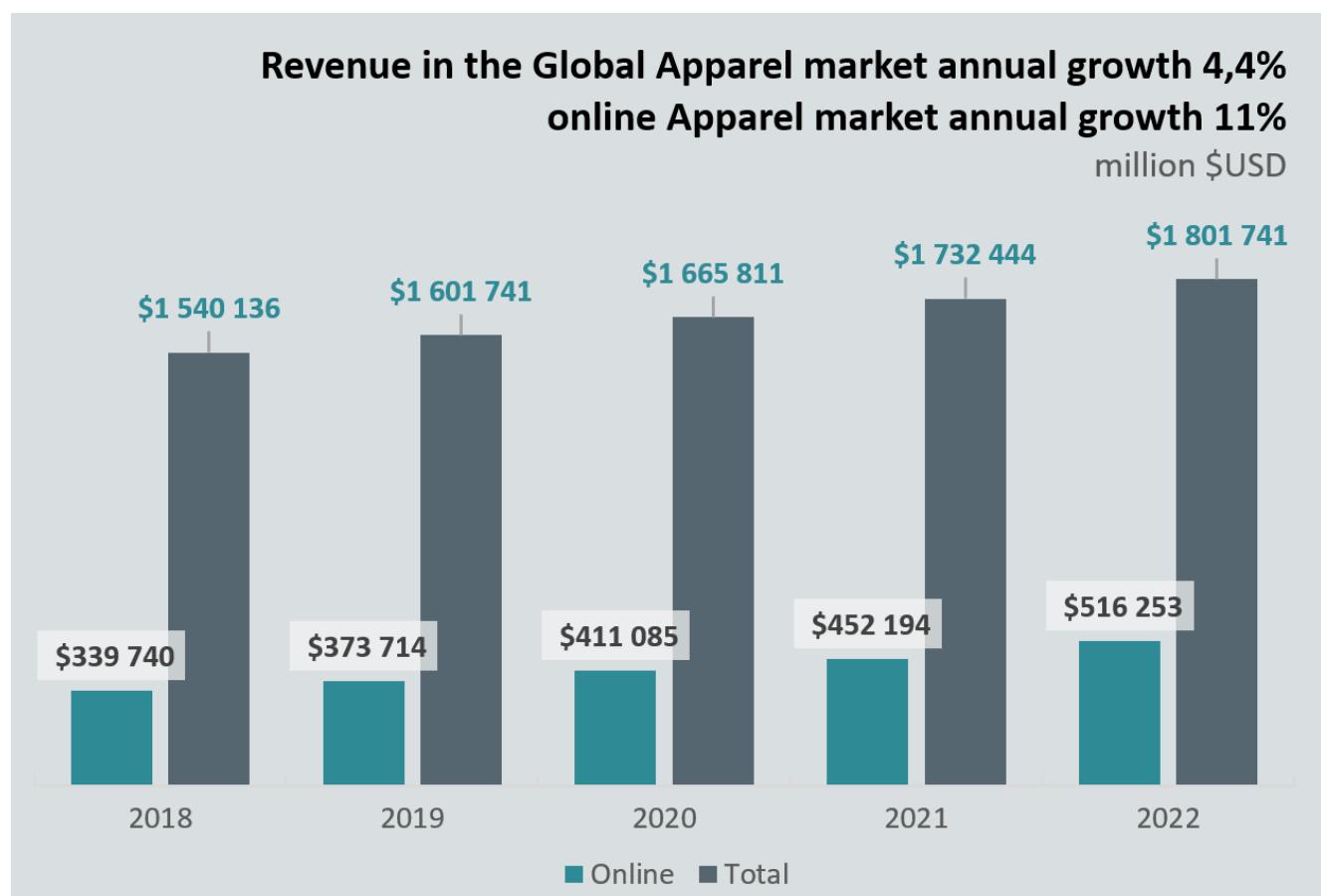
The new SMF FashTech Imigize data format contains comfort parameters and will aid the market shift to the online trade.

Total and Online Apparel Market

1. Revenue in global and online apparel market

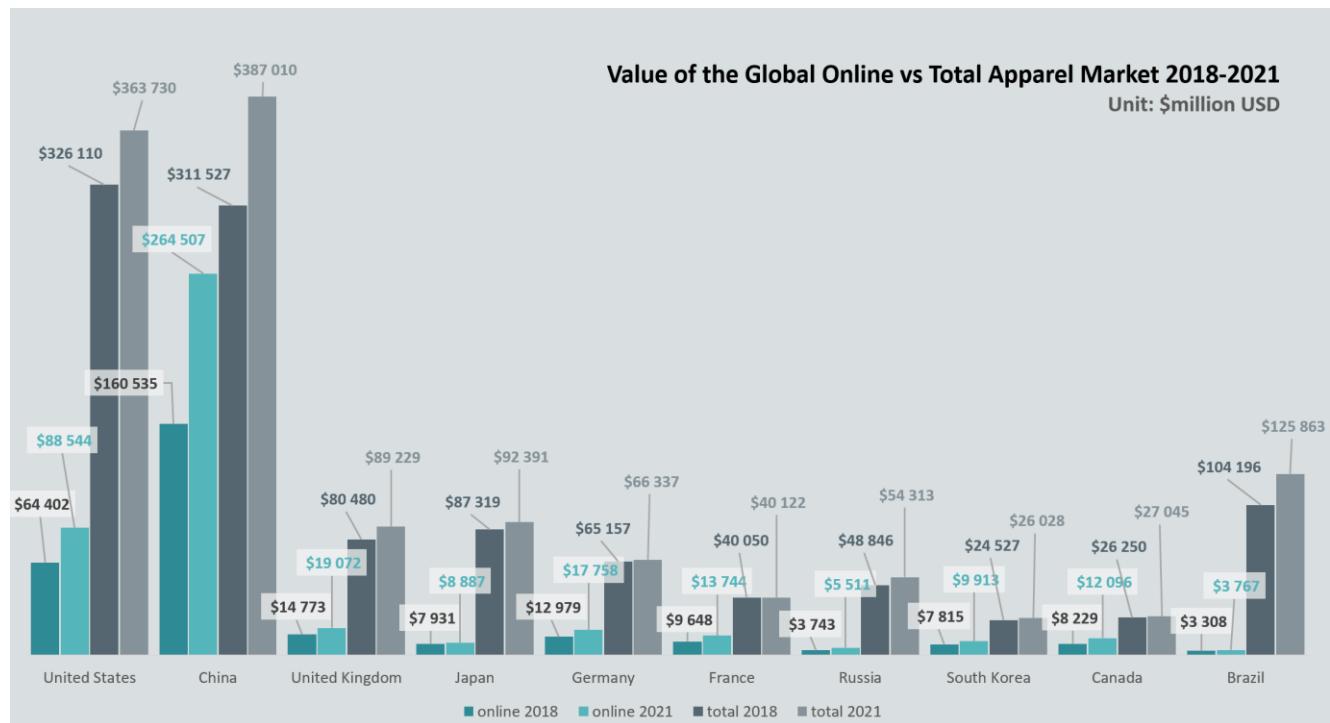
Revenue in the apparel market amounts to **US\$1,540,136M** in 2018. The market is expected to grow annually by 4.4% (CAGR 2018-2021).

Revenue in the online apparel segment amounts to **US\$339,740M** in 2018. Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 11.0%, resulting in a market volume of US\$516,253m by 2022.



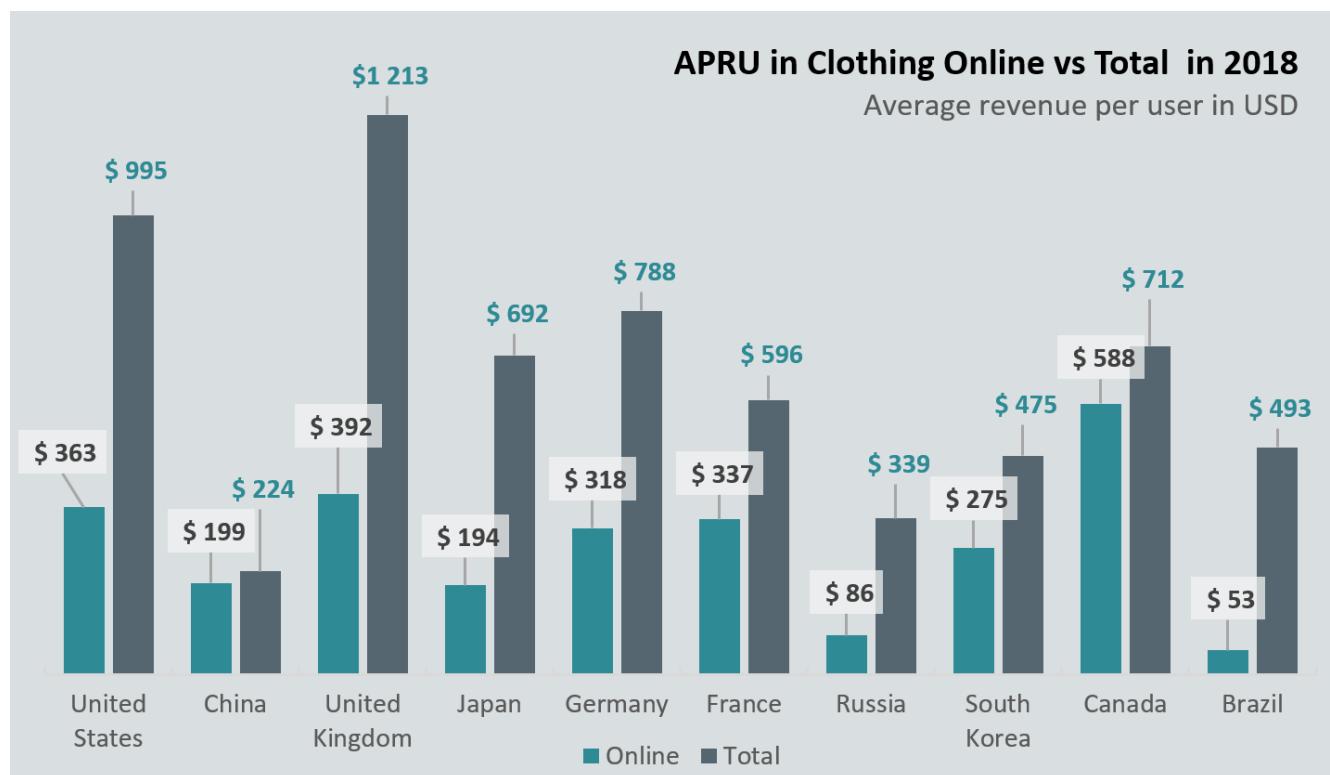
2. Value of the global and online apparel market

The market's largest segment is the segment Women's & Girls' Apparel with a market volume of US\$585,204M in 2018. Most revenue is generated in the United States (US\$326,110M).



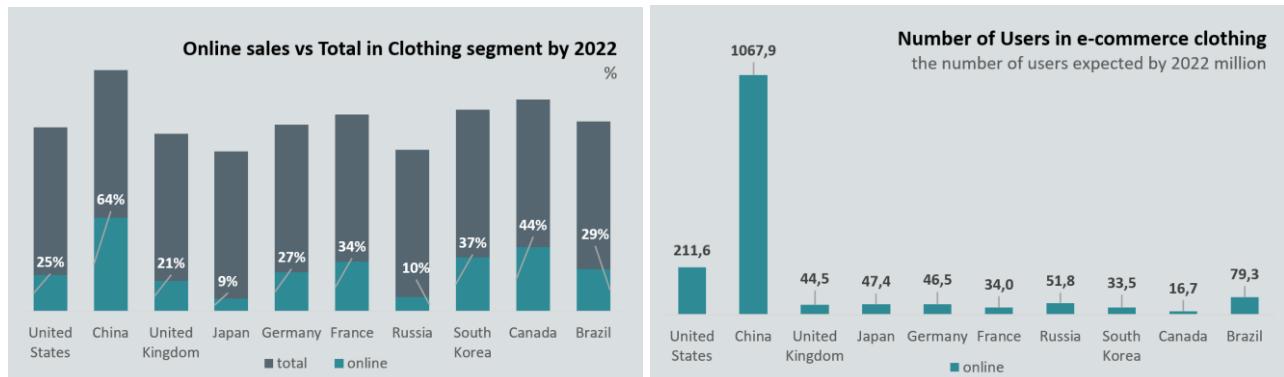
3. ARPU of the global and online apparel market

The average revenue per person in the clothes market is US\$299.81 in 2018. The average revenue per one online user (ARPU) currently amounts to US\$171.81



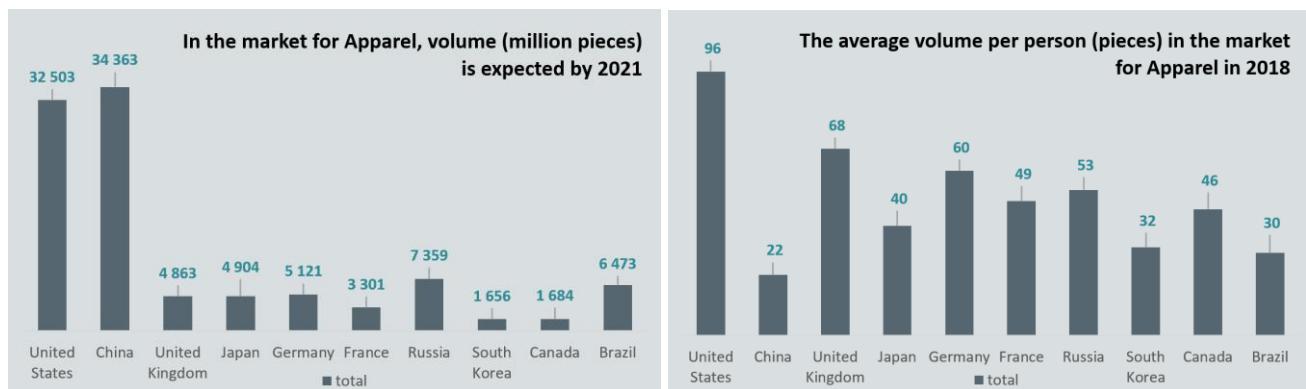
In the apparel market, 25% of total revenue will be generated through online sales by 2022. User penetration is 38.5% in 2018 and is expected to hit 49.7% by 2022. In the clothes segment, the number of users is expected to amount to 2,610.8m by 2022.

4. Proportion of the global and online apparel market and expected number of online users by 2022



5. Volume of the global apparel (million pieces) market by 2022 and average volume per person (pieces) by 2018

In the apparel market, the volume is expected to be **168,296 M pcs.** by 2021. The average volume per person in the market for Apparel amounts to **31 pieces** in 2018.



The Apparel market includes the following segments:

1. Women's & Girls' Apparel
2. Men's & Boys' Apparel
3. Sports & Swimwear
4. Underwear
5. Hosiery
6. Clothing Accessories & Other Clothes

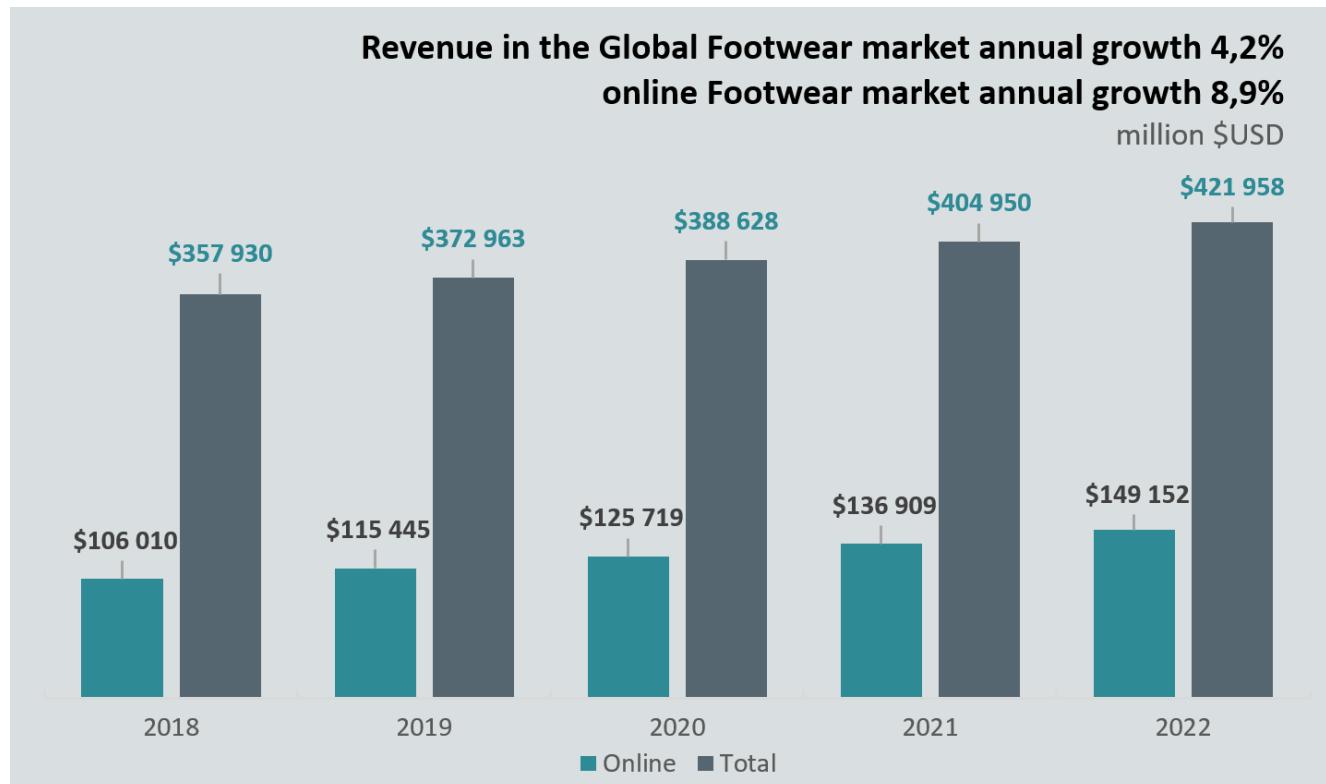
Online apparel market covers online sales of almost all types of clothing, including men's', women's' and kids' (4+) clothes, underwear, suits and uniform. Clothing for toddlers and children, sportswear and clothing for tourists, jewelry are not included in this segment. The multi-brand retailers are the main sales channels in this market segment (for example, asos.com, nordstrom.com) and online stores of selected fashion items retailers (for example, zara.com). All monetary indicators refer to annual gross income and do not take into account the delivery cost.

Total and Online Footwear Market

1. Revenue in global and online footwear market

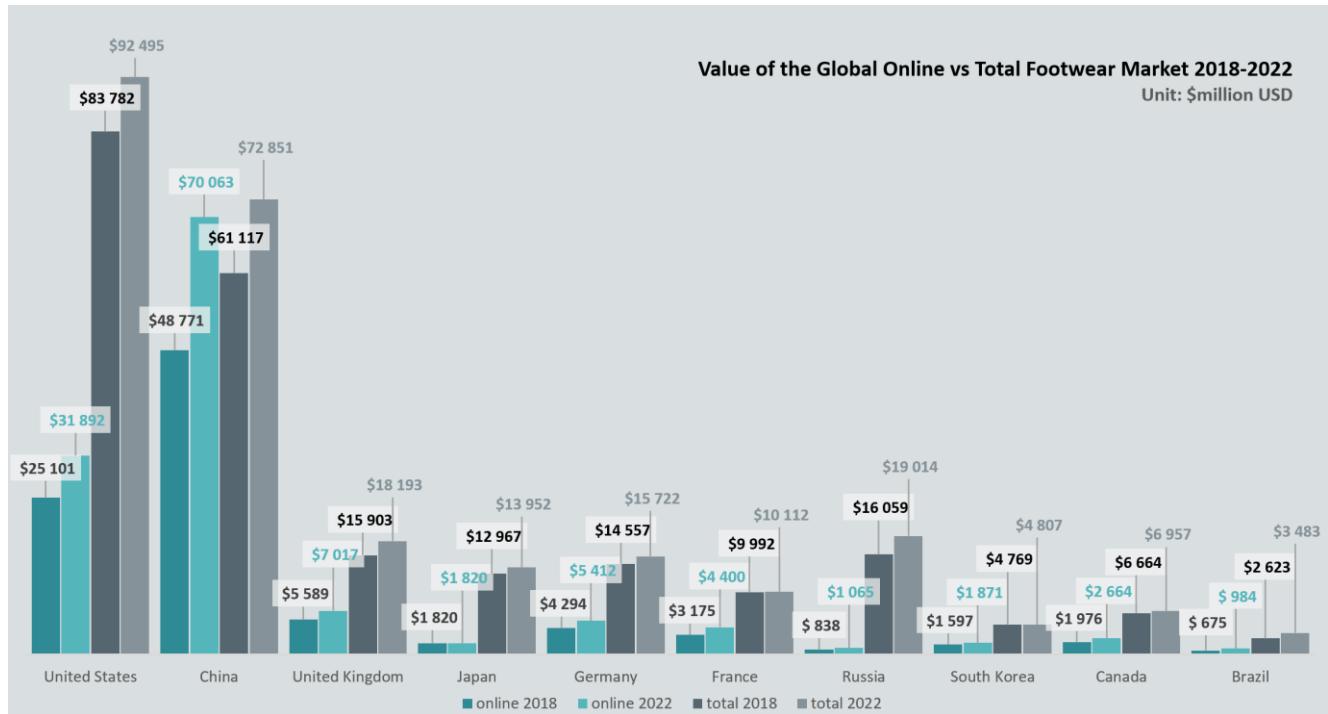
Revenue in the footwear market amounts to **US\$357,930M** in 2018. The market is expected to grow annually by **4.2%** (CAGR 2018-2021).

Revenue in the online footwear market amounts to **US\$106,010M** in 2018. The market is expected to grow annually by **8,9%** (CAGR 2018-2022), consequently the market volume will be US\$149,152M by 2022.



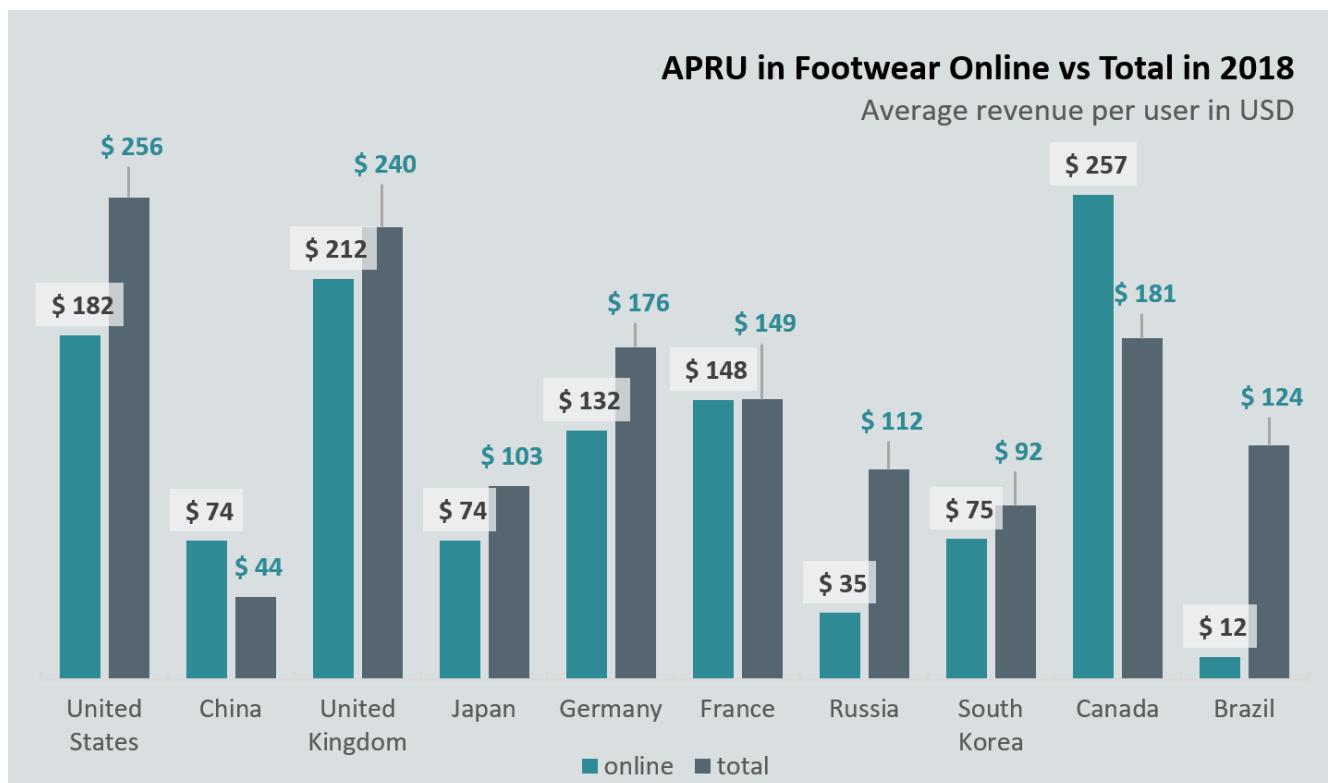
2. Value of the global and online footwear market

Most of the revenue of the Global Market is generated in the **USA** (US\$83,782M in 2018).



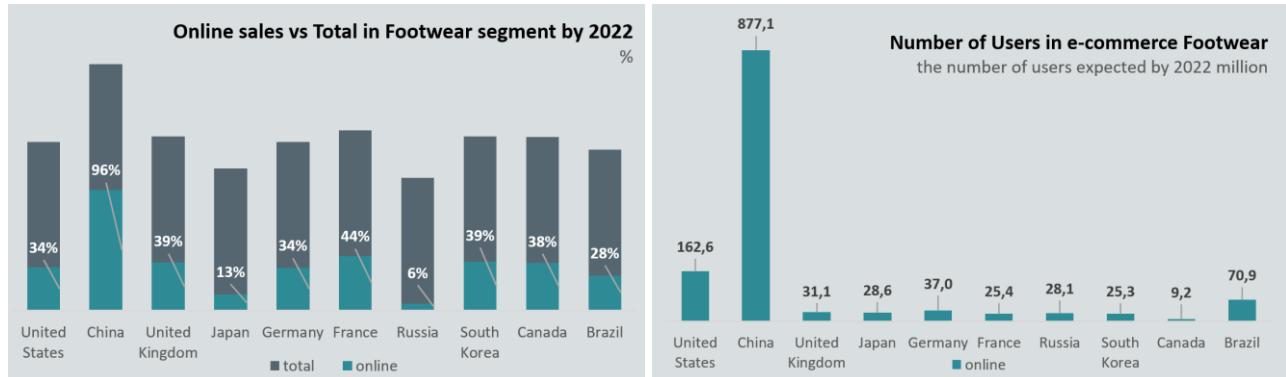
3. ARPU of the global and online footwear market

The average revenue per person (APRU) in the footwear market amounts to **US\$69.68** in 2018. The average revenue in the online market per user (ARPU) currently amounts to **US\$68.30**.



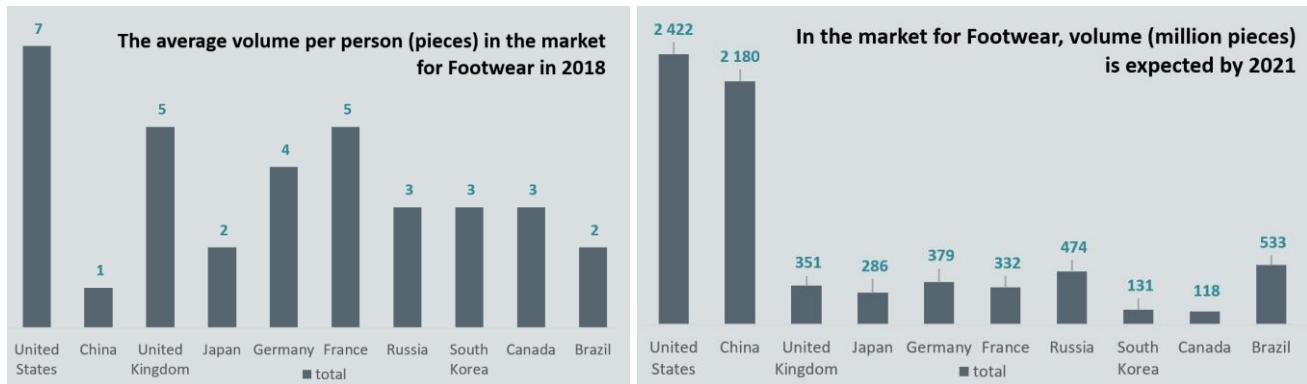
4. Proportion of the global and online footwear market and expected number of online users by 2022

In the online Footwear segment, the number of users is expected to be **2,052.4M** by 2022. User influx is **30.2%** in 2018 and is expected to hit **39.0%** by 2022.



5. Volume of the global footwear (million pieces) market by 2021 and average volume per person (pieces) by 2018

By 2021 the volume of the footwear market will be **10,860M** of shoes. In 2018, the average number of purchases per person is **2 pairs** of shoes.



The footwear market includes all types of shoes which are produced for the retail clients, therefore we exclude work and safety shoes. With a volume of more than 70 billion Euros, footwear is the second most important fashion segment within the European retail business. The most important brand manufacturers are Clarks, Geox and Ecco. In addition, there are numerous small and middle-sized brands as well as private brands of shoe chain stores. Just like the market for apparel, the footwear market is currently shaped by a tremendous change of customers' purchase habits. The upswing in e-commerce and store concepts created by major sportswear manufacturers is putting a lot of pressure on stationary retail stores. The eCommerce footwear market segment includes all types of footwear (e.g. casual shoes, slippers, etc.) - with the exception of sports shoes – as well as footwear accessories and care products. The main distribution channels in this market segment are multi-brand merchants (e.g. asos.com, zappos.com) and the online shops of individual shoe retailers (e.g. clarks.com). All monetary figures refer to the annual gross revenue and do not factor in shipping costs.

Total apparel export

1. The most exported apparel and footwear products by 2018

The total volume of the clothing export: **US\$1,29 trillion**. The most exported apparel products are women's suits, knit sweaters, T-shirts and men's suits. Non-knit women's suits: \$108B (8.4%), Knit sweaters: \$79.2B (6.1%), Non-knit men's suits: \$74.1B (5.7%), Knit T-shirts: \$68B (5.3%), Knit women's suits: \$28.2B (3.9%), Light rubberized knitted fabric: \$60B (4.7%), Synthetic fabric: \$44.2B (3.4%).



2. Export value data of the footwear by 2018

The most exported apparel products are:

- Leather Footwear – 41%
- Rubber Footwear – 22%
- Textile Footwear – 16%
- Footwear Parts – 5,6%
- Other Footwear – 15,4%

Data of the export value of the footwear industry from the top 12 countries for analysis: China \$1.16B (67%), Vietnam \$47.5M (2.7%), Brazil \$176M (10%), France \$33M (1.9%), Spain \$26.6M (1.5%), Indonesia \$21.1M (1.2%), India \$17.2M (0.99%), Panama \$28.9M (1.7%), Italy \$24.6M (1.4%), Thailand \$24.2M (1.4%), Germany \$12.6M (0.72%), Netherlands \$13.4M (0.77%).



3. Import value data of the footwear by 2018

But most of these exports go to other footwear-exporting countries Import data for the same period shows that the value remained more or less stable, with an increase of US\$1.74B in total: the USA \$140M (8.1%), Saudi Arabia \$86.1M (5%), United Arab Emirates \$78.9M (4.5%), Italy \$73.7M (4.2%), Sudan \$60.1M (3.5%), France \$64.8M (3.7%), the UK \$62.3M (3.6%), Spain \$46.3M (2.7%).



Conclusion:

The USA Is the largest apparel importer in the world. Almost 40% of clothing sold by the USA is imported from China. American households spend around \$2000 on clothes, footwear and related items and services annually. Those who live in Manhattan spend most on clothing at \$362 per month per person. The New York Fashion week brings approximately \$20M into the economy.

The average spending in the EU on fashion is around \$782 per capita per year. The direct value of the UK fashion industry to the UK economy is £26B – one of the biggest in the world; up from £21B in 2009, showing an increase of 22% in nominal terms.

The most exported apparel products are non-knit women's suits, knit sweaters, knit T-shirts and non-knit men's suits.

- Non-knit women's suits: \$108 billion, 8.4 percent
- Knit sweaters: \$79.2 billion, 6.1 percent
- Non-knit men's suits: \$ 74.1 billion, 5.7 percent
- Knit T-shirts: \$68 billion, 5.3 percent
- Knit women's suits: \$28.2 billion, 3.9 percent
- Light rubberized knitted fabric: \$ 60 billion, 4.7 percent
- Synthetic filament yarn woven fabric: \$44.2 billion, 3.4 percent

Sources:

Import and export data: OEC atlas.media.mit.edu/en. Data via www.Statista.com

https://atlas.media.mit.edu/en/visualize/tree_map/hs92/import/show/all/640220/2016/

Largest companies Info: FashionUnited Top 100

Imigize competitors SWOT analysis

Strengths (internal)

- Global patent
- Innovative technology that insures high accuracy (contactless fitting)
- Launched product with largest clients on the market
- A strong team of developers/Business development/ Marketing&Sales, seasoned top managers
- Advisors with wide network in the fashion industry, blockchain, finance.

Weaknesses (internal)

- Large-scale project with global reach that requires a determined effort of the team
- Blockchain Labs (measurement centers) have to be created in 7-8 countries to create infrastructure
- The project involves not only the development and use of software, but also the use of equipment and physical interaction (3D digitization) with samples of clothes and shoes

Opportunities (internal and external)

- Large market
- No serious competitors on the market
- Technological vulnerability of competitors
- New vertical, horizontal or niche markets
- High demand on the market

Threats (external)

- The competitors can have financial sources in a more free way, thus they are more advantageous in market developing
- Changes in legislative regulation/ restrictions for blockchain projects

Imigize competitors analysis

The three types of virtual fitting: style with AR, 2D & 3D-modelling

AR style virtual fitting rooms

The style virtual fitting room allows simulating fitting process, after which a customer can see the images of purchased clothing and footwear on their mobile screen or desktop. This type is implemented in:

- Memory Mirror (www.memorymirror.com).
- Metail (www.metail.com).
- Goertz (www.digitalbuzzblog.com/goertz-augmented-reality-virtual-shoe-fitting-store-installation).
- Intel for Adidas (www.fastcompany.com/1715933/intels-virtual-footwear-wall-adidas-turns-boutiques-shoe-topias-video).

One of footwear's AR pioneers, Converse allowed customers to virtually try on a wide variety of its online catalog. So he or she could then snap an image to save to the gallery, share the look with Facebook friends or buy the shoes through the app.

Gap came up with a solution through its DressingRoom app, inviting customers to shop by selecting a virtual 3D mannequin that comes in different body types, sizes and heights on which they can experiment with a variety of looks.

French Lacoste produced an AR campaign that allowed customers to try on its trainers. Triggered by 3-D product scanning, the got shoppers could align their smartphones' cameras with graphics located in Lacoste's brick-and-mortar stores and view the shoes as if they were on their own feet.

Nike filed a patent for an augmented reality design system, offering a customization service that can transform the brand's sneakers based on a user's chosen color or texture combinations.

Topshop teamed up with Russian agency AR Door to temporarily install Kinect-powered fitting rooms in a Moscow store.

Uniqlo introduced its Magic Mirror service to coincide with the launch of its fifth retail spot in the United States.

More than ten other brands are trying out augmented reality. AR is based on creating a virtual style image on the screen or in the dressing room with digital mirrors, just matching the projection of the virtual mannequin body to images of clothing, footwear from the brand collection. This method allows choosing only the style of clothes and shoes, thus unfortunately, the technology can make dramatic mistakes in choosing the size, since it is not taking into account user's individual body features.

The top 10 global brands have been using these white labels of the technology to create own virtual show rooms of clothing and footwear with an option of choosing a size. Information about lasts and apparel patterns specifications is implemented to the showroom to aid the choosing process of a size, which improves this method. RightShoes (www.rightshoes.ch) and Fitfully (fitfully.me) have examples of the development. There was a critical holdback of a scaling of this solution due to the manufacturers' unwillingness to provide their lasts/patterns for scanning. Such method of choosing a size is not accurate since it doesn't take into account deformations in the shoe after removing from the last.

Virtual fitting based on the 2D measurements/ additional gadgets

The first attempt to measure inner volume of shoes was first done by Shoefitr, bought by Amazon (<https://www.crunchbase.com/organization/shoefitr#section-current-team>). Shoefitr provides informative, personalized, interactive shopping that imitates trying on shoes in the store. Shoefitr has proven that it makes customers more confident, significantly increases profits and conversion rates for leading retailers and brands. At the heart of it is a patented electronic-mechanical measurer of the internal dimensions of a shoe that fits inside the shoe. Obviously, the measurements are limited to the maximum length inside the shoe and do not allow measuring the other critical points inside the shoe, except for the length. But there are other questions about how Amazon plans to use its new acquisition. Will it implement the Shoefitr technology directly on its website, integrate it into its Zappos subsidiary or continue to work with its existing clients, including Nordstrom, Cole Haan, REI and others.

Companies like Zappos have been working on the issue of shoes fitting, giving its customers an option to return footwear that doesn't fit, without payments, but potentially it leads to high operating costs. Apparently, the average returns rate was 35%, and 50% for the most loyal customers. By the way, Shoefitr technology influences customer satisfaction directly; the number of returns fell to 20%. Zappos is trying to deal with the industry problem, looking for the ways to provide more accurate customer's feet measurements and to match them with a targeted choice of shoes.

Shoefitr works differently. First of all, customers enter their own size and current shoe model to their profile, and then Shoefitr compares this data with an internal database to recommend which shoe size and models are suitable. It is useful when your sneakers are worn out and no longer produced. Since anyone who bought shoes knows that the actual size can vary greatly depending on the brand and type of footwear, the country where the shoes are made, and it is not surprising that the size can be "wrong" in 45% of cases. Many different variables are taken into account, such as shape, sole thickness, weight, and many others. Shoefitr uses shoe scanning technology to get the most accurate data. It then accesses a large database for each customer, matching customer data with a wide range of shoe data for compatibility. All this helps online shoppers connect to more accurate shoe recommendations. Shoefitr raised \$ 1.3 million in funding from Vital Venture Capital, Innovation Works and the AlphaLab incubator. Tryfit (www.try.fit) and vFit (www.vfitshoes.com) are moving in the same direction. The German company Mifitto (www.mifitto.com) offered to measure shoes with a tomograph, but there was a significant difficulty due to the measurement of the internal volume of shoes. Mifitto managed to process data of the insole of the shoe only. Measurements are made in 2D format (3D form is visually completed based on knowledge of the manufacturer's shoes), only the maximum length and width of the insole are taken into account in measurements.

The apparel market has similar development directions.

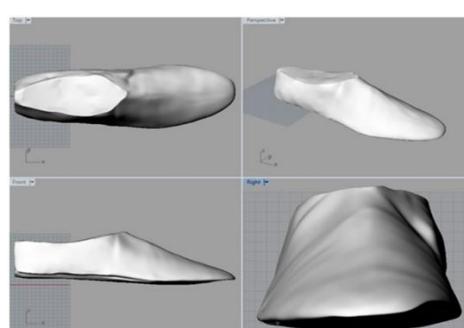
Clothes Horse and Truefit both recommend a size based on what the consumer wears in other brands. Virtusize is a startup that recommends the right size for online shoppers based on their previous purchases or measurements from an item they already own, saying that this approach has obvious cost savings over the upfront work involved in 3D visualization of a retailer's entire catalog. Estonia originated project Fits.me recently acquired by Rakuten uses a robotic mannequin to make size recommendation. The approach seems to require an individual approach to each customer and thus involves high labor cost.

Disadvantages of the current approaches

Unfortunately, these style approaches are not solving problems of the footwear remote fitting, and 2D measurements based fitting doesn't provide accurate data, limited only to the inner volume length and width parameters, thus can be applied only to a certain range of soft sports shoes with lacing. The problem still remains for a large selection of shoes: solid leather shoes, women's shoes on low and high heel, winter shoes with fur, and many other, where the instep, height fingers and metatarsals, the positioning of the thumb, little finger, heel, ankle, parameters of shin, etc, all play a crucial role. In most cases from above, the inner volume methods assume lab measurements: low production volume, high costs, dependable on the human factor, which limits the possibility of fast and cheap project scaling. Using stationary 3D feet scanners based on the laser 3D scanning technology is expensive, economically inefficient and, most importantly, it doesn't assume mass measurements and project scaling.

Imigize contactless 3D fitting: Blockchain Lab and technological breakthrough

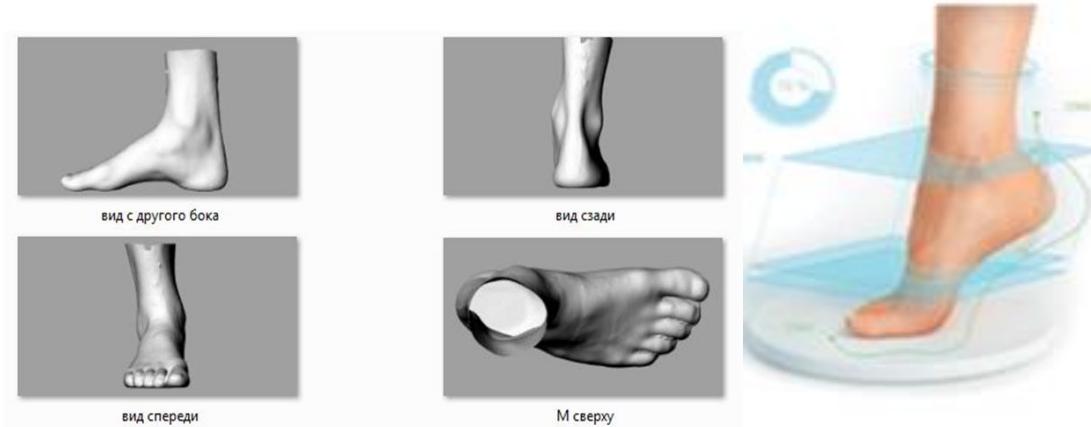
Imigize noticed the features of the application of technologies in the non-destructive industrial control for the aviation industry, microelectronics, and adapted to the measurement of clothing and footwear. The ability to build a full-fledged 3D model of the internal volume of the measured footwear (and apparel later) was a result, using preparatory operations that simulate the position of the shoes on the foot of the potential user. This allows maximizing the process of trying on created 3D model of the internal volume of the shoe to the real fitting. This approach allowed Imigize Technology to measure any model of men's, women's and children's shoes, in all uses. The new format was tested in Europe and the world's first industrial Blockchain Lab was built to create 3D models and an automated process for measuring the internal volumes of shoes, scaling annual productivity from 1 million to 10 million pairs of shoes. The process of building 3D models of the internal volume of the shoe is fully automated. All this allows achieving high speed and low cost of all operations.



The Imigize technology allows measuring almost all items produced by the global footwear industry.

3D feet scanning of the potential customers is also done in 3D

- Using the app for iOS/Android at home;
- Using a portable scanner in online orders pick-up points or stores.



Use case: Imigize choosing algorithm matches 3D models of the customer's feet and inner footwear volume determines "the most suitable" with accuracy up to 1mm, and picks the perfect model via the online store widget. The program uses elements of neural networks, and it is able to assess the comfort of shoes for each customer. This allows achieving high speed and low cost of all business operations. When the filter "only fitting" is on, artificial intelligence predicts an individual recommendation for each shoe model: "Size 42 will suit you: perfect (95%), buy without a doubt".

Imigize competitive strengths

Taking into consideration weaknesses of the competitors technology, and adding innovative patented 3D measurements method for footwear and apparel measurements using blockchain, Imigize makes contactless footwear (apparel) fitting easy and convenient tool for mass use when buying online.

1. Uniqueness. International patent. International patented 3D measurements method gives the highest possible accuracy of size choosing on due to the precise comparison of full-fledged 3D models of the internal volume of shoes and feet of buyers. Personal requirements of comfort are also taken into account.
2. Flexibility. The technology is flexible, able to measure all types of footwear of any manufacturer, any material.
3. Scaling. Portability. There is a possibility of global scaling because of the mobile app and not expensive portable scanners for 3D anthropometric scanning (by 2022, 80% of the humanity will have a smartphone, GSMA Intelligence)
4. Industrialization. Blockchain Lab industrial line production provides low prime cost and high production output for the 3D footwear and apparel measurements. Pilot test project is implemented in Europe: Wildberries, RunLab, Sportmaster. The design of the Blockchain Lab China & APAC-countries (Shenzhen), Thailand, Vietnam with a capacity of

3-10 million pairs of shoes per year has started. Launching Blockchain Lab Brazil, Blockchain Lab Europe, Blockchain Lab USA in proximity to the production of global brands, which will significantly reduce the cost of service and logistics costs for 3D digitization.

For e-commerce

1. Reducing returns rate. Reducing overhead and transportation costs of online stores due to returns (40-60% due to the incorrect size). Blockchain Lab Europe pilot showed the result: returns rate reduction in tree times. A pilot launch at the RunLab store in St. Petersburg showed reliable performance of the service for the selection of shoe size with first try accuracy not less than 80%. When you re-select the shoes, taking into account the personal comfort of the buyer, the suitability increases to 95%. This suggests a decrease in returns to 10-15%
2. Loyalty. The trust for online purchases will lead to the growth of customers' loyalty and formation of loyal customers clubs. Targeted marketing based on the personal size and comfort fitting degree will create repeat orders conditions.
3. E-commerce. Outflow of buyers from traditional stores to online, due to convenience and economic feasibility (there is a larger range and lower prices in online stores). Within 5-7 years, 90% of most offline purchases are expected to shift online. With a massive transition to the Imigize contactless fitting, the global market will be shifted online.
4. Income increase. The growth of conversion in online stores that use "try before you buy" widgets (try on and buy what fits up to 90%) leads to growth of volumes and frequency of orders.
5. Footwear manufacturing democratization. Manufacturers will be able to target their collections, taking into account the recommendation of Imigize on the parameters of customers for each local market and comfort for each audience.

For Fashion Buyers (Buying Depts.):

More information on items and manufacturers allows purchase a shipment of goods that answer local market's demand.

For customers:

1. The ability to buy any shoes and clothes online with the guarantee of the best fitting size and comfort.
2. Buyers are rewarded for giving access to their comfort profiles.
3. The online retailer rewards the buyer with tokens in a value equivalent to their margin over time.
4. Buyers can use these tokens to offset the full or partial price of goods purchased from retailers, both online and in brick-and-mortar stores.
5. Receiving offers from stores for goods that fully meet the expectations for comfort and dimensional fit.
6. Security of personal data stored in the blockchain.
7. Based on the personal comfort profile, Imigize service gives recommendations on size and comfort requirements to the buyer for any purchase on the online store. It is enough to press the "Only fitting me" button and instantly the goods of the selected group will appear, fitting by size and comfort only for this particular buyer.

8. Purchases for other people using a client profile by authorized persons. Each client can entrust access to his profile to friends, family members and they will be able to buy him a product that is suitable in size and comfort.
9. The Imigize Service Blockchain platform creates a mechanism for customers to combine rewards in IMZ tokens from several stores of service partners.
10. Each client will be able to see all calculations on tokens online using Imiscan (by Imigize).

For manufacturers:

Footwear production democratization. Manufacturers can target their collections based on the Imigize recommendations on customers parameters and comfort for each local market.

Blockchain of Fashion - FashTech VS Internet 2.0

Imigize FashTech Trust Protocol

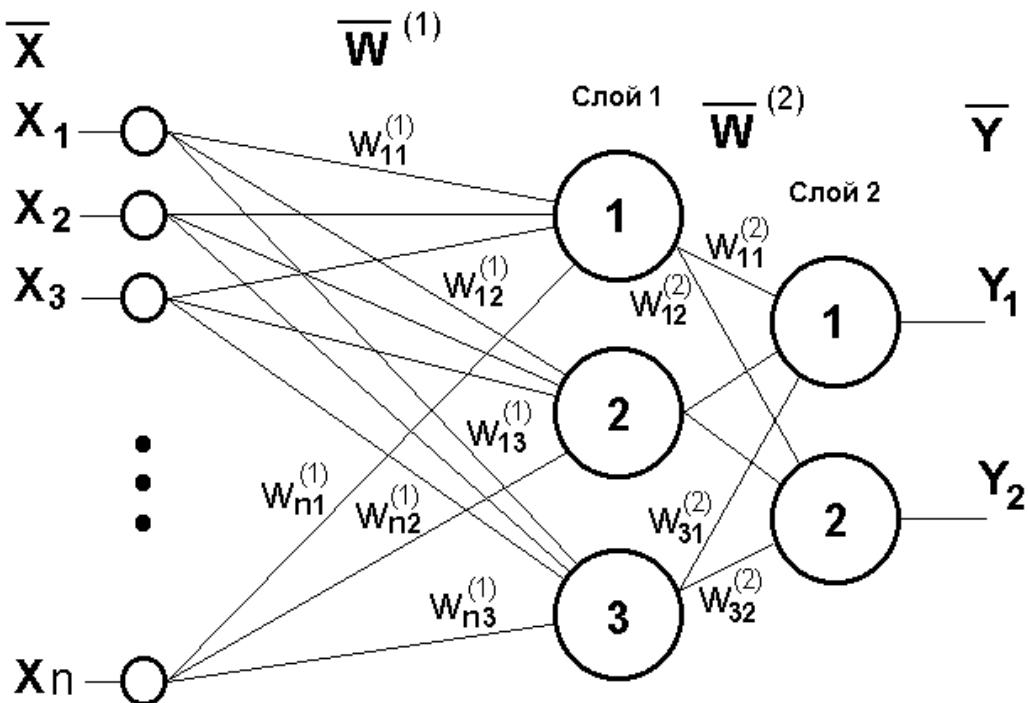
Imigize FashTech Trust Protocol uses the artificial intelligence (AI) technology and Blockchain. Blockchain of Fashion has been successfully launched in the large online stores in Eastern Europe. Using this positive experience with footwear, the development of the protocol for apparel is undergoing now.

The scientific method is used for the comfortable size recommendation; it is based on neural networks and machine intelligence - the scientific direction of creating software models capable of solving intellectual problems. Intellectual systems are able to perform creative functions, while remaining at the same time technical and software-based. Machine learning is a way to train an algorithm to perform the required actions, based on size and comfort fitting degree data of shoes and clothes. The algorithm in the course of intellectual or in-depth analysis of data finds patterns (structure) in them and learns. When it comes to unsupervised machine learning, the data is not labeled, that is, they do not contain the desired solution, and the algorithm attempts to classify itself. Alternatively, with supervised machine learning, the training data supplied to the algorithm includes the desired solutions. The latter method is used by Imigize FashTech to predict comfort.

A 3D model of the foot and footwear, comfort parameters entered by user are used as the initial data for training. The models are of high quality. The AI finds features that determine comfort for the user in one way or another. A large amount of data allows us to determine a method for predicting comfort, even for cases unknown to the current model. This is because the underlying patterns in determining the degree of comfort are highlighted and a large number of interaction features are taken into account. These patterns and features are further extrapolated by the algorithm to new input data. The predictive possibility of machine learning algorithms is a key point in using a machine learning approach.

Customer's anthropometric data stored in the blockchain are protected using cryptography. All FashTech Imigize databases store encrypted information. The secret keys have to be used to decode them, which complicates operations. AI allows simplifying this process, as it can build algorithms capable of working in the encrypted state.

Deep machine learning algorithms are used to determine the degree of comfort. This is due to the high degree of complexity and variety of input data. The power of simpler algorithms is simply not enough to predict the degree of comfort with high accuracy and reliability. The basis of deep learning is based on algorithms called artificial neural networks (ANN). ANN is a mathematical model that, according to the principles of operation, is similar to the work of brain cells, and simulates the functioning of a biological neural network



The main reasons for choosing this algorithm are vast capabilities and complexity margin. During the learning process, the information on 3D footwear and feet models are provided and ANN parameters are set in a such way so the requested comfort level is provided as a result. As a result of ANN teaching (parameter settings), an intelligent prediction model of a comfortable size is obtained that takes into account a large number of comfort parameters. The model can also take into account information from the user's individual comfort profile, which improves the accuracy of the recommendation. The use of ANN in the course of machine learning and a large amount of information about the user and shoes allows formulating comfort recommendations with a high degree of reliability.

A large amount of data creates problems, from the other hand. When using AI to create customer's comfort profile, the developers often have to check the conclusions on comfort for each customer. Considering the amount of data that has to be analyzed, it can become a difficult problem. But if the decisions are entered based on blockchain data entry, the checking process is easier, since the entry cannot be changed. The understanding of the AI conclusions for customers on size and comfort fitting degree is reached.

The calculation of comfort involves comparing the collected information about the shape of the foot and the internal volume of the shoe, taking into account the dynamic characteristics such as deformation of the shoe and the kinematics of foot movement when the internal degrees of freedom change. Whereas the general degrees of freedom are determined by the internal anatomical characteristics, their change is determined by the limiting volume and relative location in space. To correctly measure the 3D models of shoes and feet, they must be correctly positioned relatively to each other. Footwear on foot takes a position corresponding to the minimum potential energy, regardless of the shoe matching degree. Calculation of such a position with sufficient accuracy is a nontrivial task and, moreover, requires a high accuracy of measurement of the original 3D models.



When calculating comfort, users' individual preferences have to be taken into account. Inner and outer footwear parameters (elasticity, softness, roughness) play a substantive role, as well as foot temporary dynamic. At the same time, the key determinant to find a fitting size is the accurate evaluation of the average forms of feet and footwear for future measurements, as the research shows.

Let us enlarge on the methods of feet form evaluation. The statistical form evaluation is well-developed using images and applying dimension reduction methods. To calculate footwear comfort that is purchased via Internet, we have implemented two approaches:

1. Using iOS and Android apps capable of taking pictures of feet to create 3D models later.
2. Using scanning device; the photos are taken from every angle simultaneously.

The signature feature of the reconstruction methods is choosing new metrics when building forms and allowing to build new good "mediate" 3D models that provide accuracy in previously set points.

When scanning via apps, an empty A4 paper is used to define the scene geometry; the foot is placed on the wide side of a paper sheet. A user has to position the camera from the right angle using augmented reality; and if the setting is right, the app will automatically take a picture. Using the photos from different angles, the 3D model is built.

Imigize platform – Blockchain of Fashion

When scanning via apps, an empty A4 paper is used to define the scene geometry; the foot is placed on the wide side of a paper sheet. A user has to position the camera from the right angle using augmented reality; and if the setting is right, the app will automatically take a picture. Using the photos from different angles, the 3D model is built.

The development of the FashTech Imigize platform is performed taking into account heavy load. The platform goes to the market with billion of people, and each will make dozens of orders annually. The central focus is on the speed of an execution, along with smart-contracts support, predictability and stability of work, and the convenience in use.

A consistent technological decentralized FashTech Imigize platform can unite all participants of the ecosystem, execute all transactions that work on distributed registry in a secure and fast manner.

Self-executable smart-contracts provide unlimited possibilities for every participant of a platform. FashTech Imigize includes:

1. **Blockchain and smart-contracts** provide tools and basis to create marketplace of the new generation, where the parties of both supply and demand can participate in secure trade and business transactions based on different rules without the necessity of the interaction with a broker. Blockchain of marketplaces uses the equality of participants principle. FashTech Imigize will provide a range of smart-contracts templates that will be used to simplify the sales tools. The framework where all parties are directly linked to each other is perfect for decentralized system. Smart-contract in the FashTech Imigize system is a digital algorithm that is describing a set of conditions, which can be used to link actions in real worlds and digital systems. Smart-contract is developed using the interpreted JAVA language. FashTech Imigize participants sign smart-contracts calling functions that change settings, running the process of checking the fulfillment of checking and approval conditions, after which the signed by both parties smart-contracts become operational.
2. **PAYMENTS.** The process of payments in the e-commerce has more than 10 steps needed for transactions to proceed, and includes 15 different fees collected by payment gates and systems. The service fee is 2-6% as a result. This can be avoided using blockchain technologies. The tokenized register is a full system based on tokens, similar to the "real" money systems and loyalty programs, where tokens are used in different transactions in different time, as a consequence of different events and because of different reasons, within certain rules.
3. **SUPPLY CHAINS MANAGEMENT.** The e-commerce companies have to manage difficult chains of suppliers and logistic companies. To track documents, supply, processing possible returns, also for financial conflict resolution with a minimal number of conflicts, the blockchain transactions will be used, which have order details, pre-discussed fees (as smart-contracts). All parties can see the details of the transaction. For the completion of a transaction between parties, no other third party's interface is needed (only the input and output of data from the blockchain is used).

To build a decentralized network, several types of nodes of different purpose have to be used:

Simple node is a node that takes part in checking validity of the transaction. It is a candidate to become the trusted node and the master node during the next cycle of choosing the roles of the nodes in a network.

Trusted node is a node that takes part in checking a transaction; it has the strongest confidence coefficient (unit). It is a candidate to become the master node and the simple node. The node cannot become trusted for a mathematically calculated number of cycles and voting among nodes. The mathematical calculation depends on the number of nodes and the complexity of the network.

The master node is a node that takes part in checking and responsible for adding data to the transactions register. It cannot become the trusted node or the processing node for a mathematically calculated number of votes, mathematical calculation of which depends on the number of nodes and the complexity of the network.

To achieve the system decentralization, each server has to have not only the register storage but to be the processor of all transactions. When a transaction is performed, data entry and confirmation by the validator, the information about the status change of the registry is automatically sent to all nodes from the trusted list, after which the registry is synchronized.

IMZ currency unit (crypto-currency) is used in the system, which serves as:

- Inner payment tool for using the system;
- For exchange of different items within the system;
- To create and process smart-contracts;
- To buy information from third parties to use it within the system,

User: Mobile App, Crypto Wallet

After creating 3D clones using a mobile application, user data is entered into the Personal Data Registration Center widget, ensuring anonymity. When scanning the feet and body, the user registers and creates his personal anthropometric comfort profile. The IMZ FashTech blockchain protocol connects several crypto wallets to the profile using the BIP32 method (root key only). The online store authenticates the user using one of these crypto wallets.

The goal is to issue different crypto wallets for a single user, so that different stores do not know who exactly they work with. Thus, all online retailers and ecosystem participants can be absolutely sure that their customer database is safe. Inside the ecosystem, all users are anonymous.

Online stores will keep their client database in secret, while the comfort profiles of anonymous users will be updated based on the purchases in all online stores, even from the competitor stores. The accuracy of Blockchain of Fashion – FashTech recommendations will grow, which is beneficial for the fashion industry players.

FashTech Imigize distributed servers don't have an access to customer's personal information, that are stored encrypted in the Personal Data Registration Center in the local distributed servers network, which are located in different geolocations to comply with the personal data protection law. The Blockchain of Fashion protocol and the IMZ FashTech ecosystem allows

decentralizing information and making decisions on the validation of transactions, and various commercial partners to perform the role of personal data storage center. For example, Amazon's online store can have its own Personal Data Registration Center.

The private keys to decrypt personal data are not stored in the Personal Data Storage Centre; they are stored in the Centers of Private CryptoKeys. In order to give access to a private key for personal data, the Centers of Private Cryptokeys must receive digital signatures from at least two other ecosystem participants: Personal Data Storage Centers and an online store. In the event of a hacker attack on the Personal Data Storage Center, the ability to decrypt data is null. This ensures the safe storage of anthropometric user comfort profiles. Crypto-wallet and identifier of the buyer ensure that it is impossible to fake any message, operation on behalf of the user. In addition to encryption or hashing, the crypto-key generation algorithm (wallet address, public and private key) will not allow getting the private key using brute-forcing, but at the same time allow all IMZ FashTech participants to check the validity of the command.

What happens if the user has lost the access to the system?

The user verifies recent orders and actions through the account in the online store; the request is sent to the Personal Data Storage Center (SMS/E-mail two-factor verification/identification). The Personal Data Storage Center must request a key from the Private CryptoKeys Center with a request to restore access for the user. The Personal Data Storage Center without mass requests will not be able to access the total array of personal data. Thus, the system is safe from information leaks.

The crypto-wallet is used for anonymous customer's identification as a participant of the Blockchain of Fashion – FlahTech Imigize, so all can check authenticity of purchase size/comfort feedback. Also get an agreement to receive personal recommendations on the most appropriate models from collections of shoes and clothes for a reward. A crypto wallet is required to transfer fees in cryptocurrency or in Imigize tokens. Any participant in the ecosystem can request the user-buyer address to confirm the transaction and verification for decentralization and democratization of Fashion.

Using the private key, the user signs actions for third-party verification, but in fact only transfers the private key and notifies everyone who stores it. For example, when a user buys a product and leaves a review about comfort, a store: contacts the user's registry and finds out who is in charge of the keeper's private key and signs the user's review, placing the transaction in a smart contract, likewise signing with its own key.

All ecosystem participants can check that:

- The message is signed by the real store;
- The message is signed by the real customer.

Apart from the signing the feedback on purchase fitting degree/comfort, the private key helps the user to use any website in the ecosystem without the authorization by the other online stores.

Online stores

Based on the Agreement with FashTech Imigize, any online store can do:

- Sends personal recommendations via e-mail indicating the most comfortable for the buyer models and the optimal size
- Shows the optimal size for each model of shoes/clothes chosen by the buyer on the online store based on the data of the user's comfort profile,
- Creates favorable conditions for the buyer to fill out a feedback form about the comfort of each purchase (set your own comfort profile),
- Exchanges tokens for a discount on any of their products.

The users connect to the Imigize account in the online store personal account, but during authorization receive not an ID, but only the crypto-wallet (public key and address) of the user. The wallet address becomes the user's ID for the store and for other public actions of the user, for example, when the store contacts any of the Personal Data Storage Centers and for identifying users. With this ID, the store can ask the Storage Centre for information about the comfort of the shoes for the user, find out about the already scanned shoes and much more.

All operations are done using smart-contracts. The placement of a review determines the quality of the customer's comfort profile. For providing data on their comfort profiles, the buyer may receive a separate reward in tokens from manufacturers.

The accuracy of the individual recommendations of shoes and clothes depends on the setting of the comfort profile. The feedback is signed by the user's private key through the Registration Center and the fact of using the personal ID measurement by the store is confirmed. This allows online stores to access the comfort information storage and request from the Registration Center the right to post a user's review of comfort. Technically, such reviews are left on the website of the Registration Center, without the participation of an online store..

Manufacturer

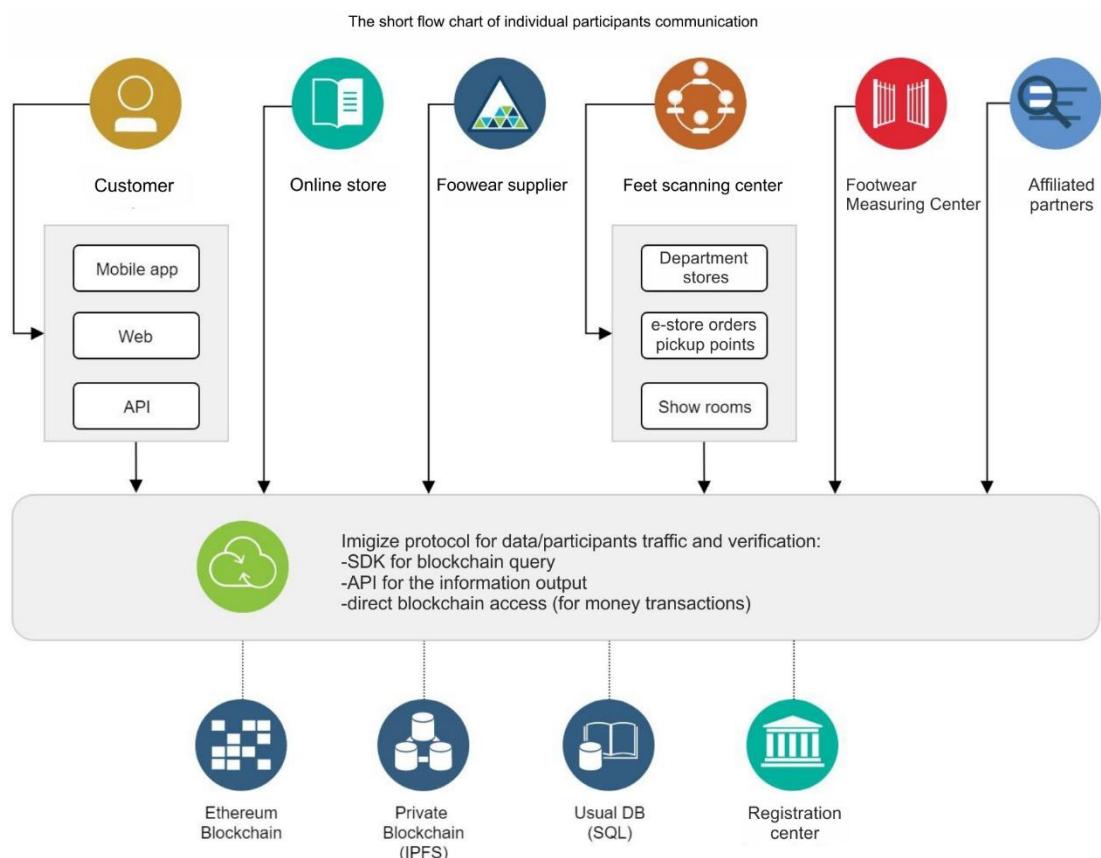
Footwear and apparel collections are measured in the Blockchain Lab and transferred and stored in the Primary Data Storage Center and further are anonymous for Imigize servers. Imigize only operates with anonymous IDs and a limited number of data to the corresponding 3D-models of the manufacturer. The center does not store 3D-models of shoes and clothes but operates with user data and a comparison of individual parameters. The Computing Center receives data from the Primary Data Storage Center and sends the final assessment of the user and a specific shoe/clothing model to the Similarity Center. The Computing Center doesn't store the data itself. The manufacturer can receive analytical data on comfort within only its products. It can be an analyst about the comfort of its models to consumers: various regional markets, various distribution channels (separate online stores) on the basis of age, sex, weight and much more. The manufacturer keeps secret data on the design features of their products.

The exchange of data on the comfort of products from different manufacturers can be made only on the basis of feedback on the comfort of the internal volume of shoes/clothes 3D models. The manufacturer knows the correspondence of its articles and products in the Imigize system. They can also affect sales by simply publishing a smart contract with a prize for first-in

buyers (or other benefits). All participants will be happy to receive such a prize, ensuring the final action - the sale and purchase.

The manufacturer can pay tokens for access to the customer's anthropometric profile data. The most interesting (verified) will be the profiles of active users with a lot of feedback on the items' comfort. The manufacturer will be able to modify their production to suit the customers in different regional markets, different categories of customers, based on these data.

The chart of ecosystem participants interaction:



FashTech Imigize – Blockchain of Fashion functions

- Within the Blockchain Imigize it generates and uses: digital 3D profiles of footwear and apparel inner volumes, users' personal 3D anthropometric data, personal size/comfort profiles based on the contactless fitting data integration, feedback from customers.
- Verifies information when trying an item on and following sale-purchase event using smart contracts;
- Processes the data from smart-contracts on every sales event and develops certain algorithms, analysis formulas on different parameters;
- Ensures the protocol and information exchange channels;
- Controls the payment through smart-contracts (SC).

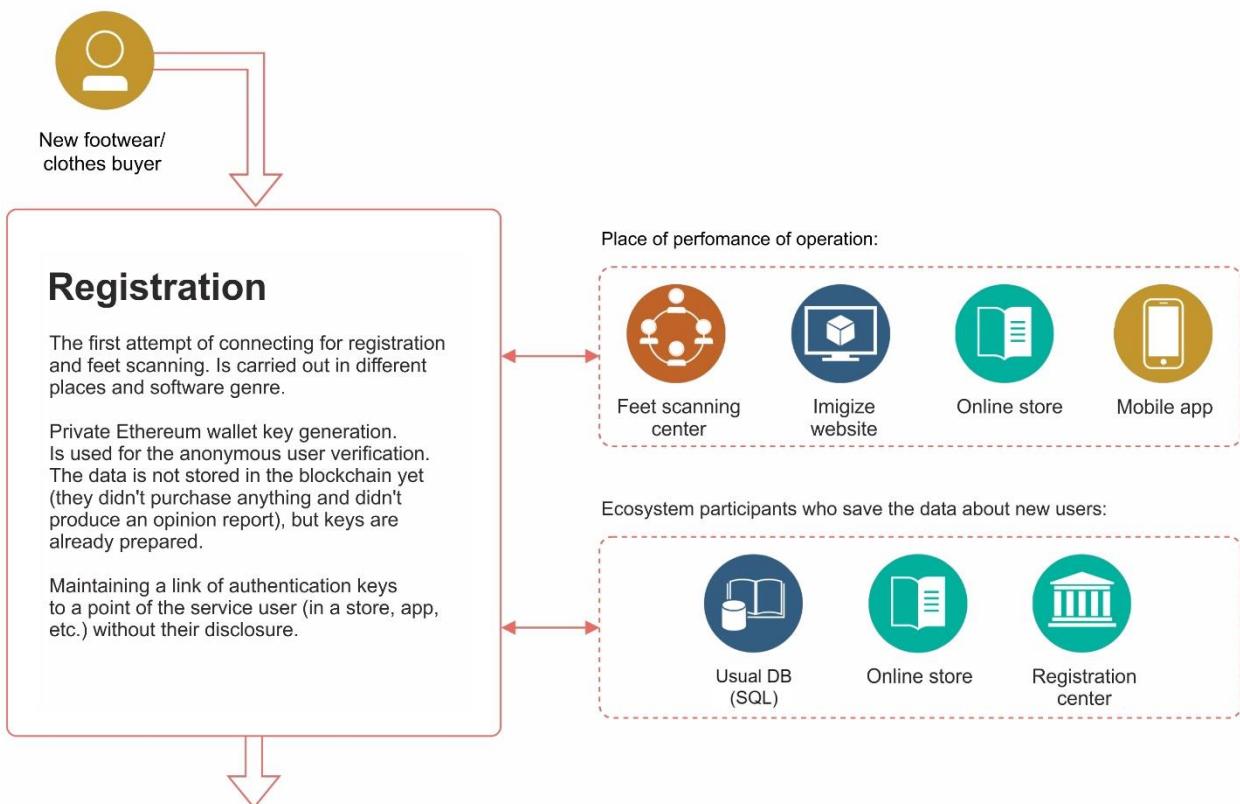
The participant has to sign up and get verified before working with the platform.

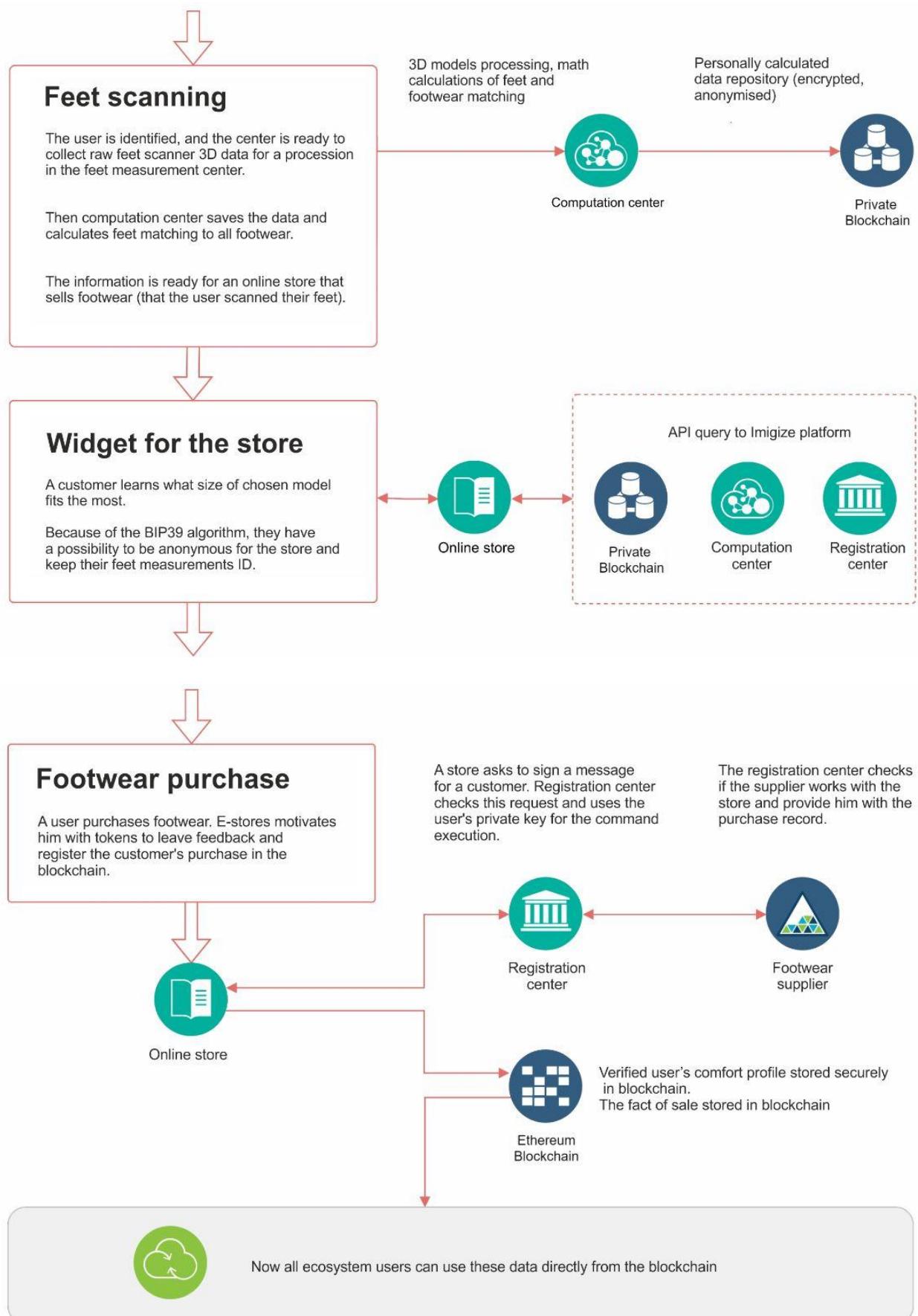
Based on the verification, the participant receives a role in the ecosystem, based on which they will get an access to a corresponding personal account. Decentralized blocks will be developed

for each user that will have public API to get information about the participant. The data from the Blockchain Imigize will be collected in real time, processed in the information Storage Centre, and the FashTech Imigize – Blockchain of Fashion will be a guarantor of the process.

The process of work of the platform when buying footwear/apparel:

Following is a model of how the platform works when purchasing footwear/clothes:





Choosing framework for the private Blockchain IMZ FashTech protocol

The team has put forward the following demands for the Imigize FashTech: firstly, scaling possibility and transactions speed; secondly, White Lable development easiness and creating own secure blockchain solution. Between Ethereum and EOS, it is obvious that implementing EOS ecosystem is the best solution for Imigize FashTech.

Thus, two side-by-side versions of IMZ FashTech Token will exist: current version based on the Ethereum token ERC20 (IMZ ERC20) and under development version of the token IMZ FashTech based on the EOS, which will be based on the private Blockchain of Fashion – Imigize FashTech protocol.

The current IMZ ERC20 will be used to connect Ethereum Blockchain to private Blockchain of Fashion on EOS. In addition, the IMZ ERC20 token is an indicator of who will receive IMZ EOS token at the ratio 1:1, when the private blockchain will be launched.

After the launch of IMZ EOS, the IMZ ERC20 token will be functional and be traded. Imigize FashTech team will continue developing Blockchain protocol and tokenization for its max usage as crypto-currency.

IMZ EOS token features: this token will become an upgraded version of the IMZ ERC20 token by using unique FashTech platform functions, including footwear and apparel purchase and sale with smart-contracts, distribution of rewards for transaction verification (by authenticity confirmation, for example) between several parties, volatility management, ability of widgets exchange, mining, etc.

IMZ ERC-721 or IMZ ERC-1155 token introduction in the future

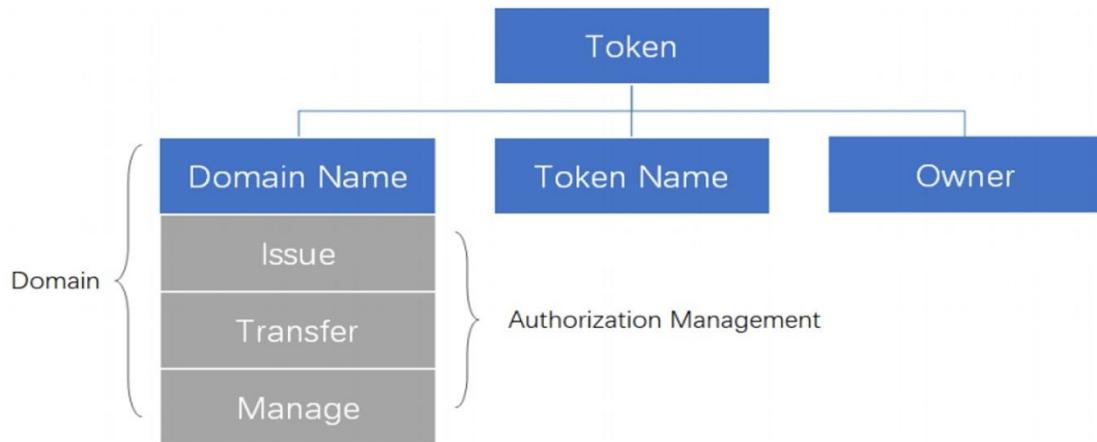
A special emphasis should be put on the implementation of the standardized omni-purpose SKU (SMF) metadata format in the fashion industry. Unique ERC721 protocol tokens will be implemented to the FashTech IMIGIZE ecosystem to solve this issue. This standard allows to run normal API within smart-contracts for incompatible tokens ("NFT"). The base for this standard is every NFT is identified with unique 256-bit number within its tracking contract. This ID shouldn't change during the validity of a contract. This pair (contract address, asset ID) will be a unique ID for a certain NFT in the FashTech IMIGIZE ecosystem.

Working with ERC721 protocol tokens will solve the problem of checking authenticity of real items (footwear, for example). A manufacturer that is connected to the FashTech IMIGIZE ecosystem, can create smart-contracts for the released goods and generate unique token with detailed description for each released unit from a lot of products. Next, moving on by Manufacturer->Transporter->Middleman->Consumer, user can check authenticity of the product and note the final ownership of the item.

FashTech IMIGIZE platform tokens will be divided into two types:

- **Fungible Tokens (FT)** – normal exchangeable IMZ ERC20 or IMZ EOS tokens, created for payments.
- **Non-Fungible Tokens (NFT FashTech)** – unexchangeable IMZ ERC721 tokens, i.e. every token is unique. Such type of a token can prove authenticity and ownership of a product,

or digital assets. NFT FashTech has information about domain name, token name and its owner(s).



FashTech Imigize platform for NFT FashTech tokens (ERC721) will have three types of authorization:

- Issue – the right to issue token in this domain;
- Transfer - the right to transfer token in this domain;
- Manage – the right to change domain, including authorization management and other settings.

Thus, NFT FashTech, the platform token can be linked to one or multiple certain participants and can be managed depending on the authorization type. Every person can issue a token. It doesn't have value per itself, and its benefit has to be supported by the credit issuer. As soon as a new token is issued, it has to be transferred to others via transactions.

To-be introduced NFT FashTech tokens (IMZ ERC721) features:

1. Support of pending transaction;
2. Metadata support. The FashTech Imigiz platform allows users to add metadata to linked tokens. If a user adds metadata, no one can change or delete them from the chain. Metadata can provide a lot of information that can be used in many situations;
3. DApps support in the chain to issue own tokens. The FashTech Imigiz platform helps Dapps in the chain providing own tokens;
4. Payer mechanism support. The FashTech Imigize platform allows users to specify payer in transactions.

The new token of ERC-1155 standard will be considered in the future as an alternative to the IMZ ERC721 standard token. It allows transaction of a group of digital elements, both exchangeable and nonexchangeable simultaneously. To put it simply, one can send any amount of elements to one or multiple receivers in one transaction.

Utility & Security Token at once – Two-Token system

Two-token system

You buy Blockchain of Fashion – IMZ FashTech, the utility and security token at once. All fees in the IMZ FashTech system and dividends are paid in this token. IMZ and its users all benefit from having a two-token system.

1. The Imigize Security Token (ITS) will be backed by assets and distribution of dividends (10% from Token Generation, Limited to Accredited Investors Only, 1-to-13 airdrop of Utility Tokens post-Token Generation Event, 50% dividends distributed to Holders via hot wallet, 10% of Token Generation Funds raised will be used to buy equity in Fashion Tech, 10% of consumer-to-merchant transaction fees will continuously be used to purchase until every security token is backed by equity in Blockchain Lab Commercial Foundation).

ITS FashTech Security Tokens at a price of \$10.00 per token, pursuant to the Simple Agreement for Future Equity (SAFE). It's a preferred equity security token, registered for accreditation verification through Saftlaunch.com.

2. Imigize Utility Token (IMZ) offers % discount fees and as a transaction, that is to be used in the Blockchain of Fashion ecosystem, IMZ Fashtech Foundation for apparel and footwear e-commerce (50% off from merchant, and discounts fees by using the IMZ cryptocurrency, weekly dividends will be paid in utility tokens. Special token pricing for large investors, 50% discount on consumer-to-merchant transaction fees). IMZ FashionTech utility token, re-issuing as a security token and offering a buyback to token holders at a 13% premium ID.

IMZ FashTech Token-economy system

The current IMZ FashTech ERC20 token will be used to connect with Ethereum Blockchain with a private Blockchain of Fashion – IMZ EOS token and with IMZ ERC721 or IMZ ERC-1155 token in the future. Despite the upcoming transition from Ethereum Blockchain to EOS, the team will continue to develop the Blockchain protocol and tokenization technology to make the most of the IMZ ERC20 as a form of cryptocurrency, which will facilitate the purchase and sale of IMZ EOS tokens.

IMZ ERC20 is an indicator for exchanging IMZ EOS token of the EOS protocol at the ration 1:1 from the launch.

IMZ FashTech Token is cryptocurrency for interaction of apparel and footwear manufacturers and designers, buyers, online stores and shoppers. The buyer receives IMZ FashTech Token as compensation for providing access to personal anthropometric data and comfort profile and will be able to use it as a loyalty discount when buying clothes and shoes in an online store connected to Blockchain of Fashion.

The nominal cost of the IMZ ERC20 token: 1 IMZ = \$0.06329114 or 1 IMZ = 0.00027047 ETH.

The nominal cost of the ITS ERC2 token0: 1 ITS = \$10 or 1 ITS = 0.04950495ETH.

The cost in ETH will be fixed a day before the start of each Token Sale round and will not change.

IMZ FashTech Token functions

1. Footwear and apparel online stores:
 - a. Motivate current buyers.
 - b. Attract new buyers, those who have never bought apparel and footwear via internet, to use contactless online fitting, thus rising online sales in the fashion industry.
2. Footwear and apparel manufacturers, including buyers, designers, dealers, distributors can motivate IMZ FashTech Token prospect buyers indirectly via e-retailers, transferring Blockchain of Fashion – FashTech Imigize crypto-currency while transaction is in the process to get analytical data needed for productions.
3. Users receive IMZ FashTech Token as a loyalty discount when buying footwear and apparel in an online store, connected to the Blockchain of Fashion – IMZ FashTech:
 - a. For providing access to personal anthropometric data, size and comfort profile, created via 3D scanning using Imiscan mobile app or in stores scanner. It works as follows: a user signs in to the online store, the store gets the access to the user's anthropometric data, and a user receives one-time payment in tokens.
 - b. For consent to receive recommendations of shoe and clothing models selected on the basis of individual comfort criteria in the form of targeted and personalized marketing from online stores (email distribution, push notifications, retargeting, display of goods in the collection catalog). Advertising works according to the model "Payment per Action".
 - c. Payment for the data of the comfort profile (from the manufacturer). Shoe manufacturers and suppliers are interested in accessing the data of the active buyer's comfort profile (with a large number of purchases and feedback on shoe comfort). If the user agrees to provide his profile data to the manufacturer / supplier, he receives a reward in the form of a token.

IMZ FashTech Token features:

1. Transparency. By nature, Blockchain of Fashion technology - IMZ FashTech makes cryptocurrency transactions unchangeable. They cannot be canceled, delayed, duplicated, hidden or modified. In such a system it is impossible to cheat in the usual way, and it is protected from human error, which makes IMZ FashTech Token cryptocurrency infinitely more transparent. The Blockchain of Fashion - IMZ FashTech is fully open for viewing list of all operations in the system. Connection to this registry is possible using your own wallet or a web interface of special monitoring services from anywhere in the world, without passwords or any other authorization.
2. Decentralization. IMZ FashTech Token crypto-currency is an independent currency unit. Nobody regulates its issue and the movement of funds in the account. Some of the problems with centralized systems include high transaction fees, fraud and many others. The absence of any internal or external administrator: no one can cancel, block, claim or

forcibly (without a private key) to commit a transaction. However, participants may voluntarily temporarily mutually block their IMZ FashTech Token as collateral or establish that the consent of all (or additional) parties is required to complete/cancel a purchase/sale transaction.

3. Code openness. IMZ FashTech Token is on the Blockchain of Fashion technology. Because of that feature, anyone who whishes to do so can get/mine IMZ FashTech Token virtual coins.
4. Anonymity. There is no way of getting information about an owner of crypto-wallet (buyer of footwear and clothing). Only the number of wallet and limited information on balance is available.
5. Limitation. IMZ FashTech Token is issued in a limited value, which excludes inflation due to issuer's excessive activeness. IMZ FashTech Token is decentralized, and new coins are systematically and transparently created by the system.
6. Reliability. It is impossible to hack, fake or to perform such other actions with IMZ FashTech Token. The system is secure.
7. Protection against forgery. The data encrypted in IMZ FashTech Token can't be duplicated.
8. The absence of control over the network. Since the Blockchain of Fashion is a decentralized database, based on the peer to peer, the network doesn't have the controlling centre that can freeze an account, change financial numbers in the system, block or cancel a payment. All transactions are non repayable, like cash.
9. Possibility of anonymous payments. IMZ FashTech Token presents convenient and anonymous, if needed, payment option. An address (account number in the system) is not connected to the owner, and doesn't require any documents to open. It is a 34 digit line with numbers and Latin alphabet in capital or lower case. An example of an address: 1BQ9qza7fn9snSCyJQB3ZcN46biBtkt4ee. It can be translated to the QR code for the purchase convenience, as well as to provide as it is.
10. Rewards for the support of Blockchain of Fashion. New IMZ FashTech Tokens come into circulation in the form of a reward for those who perform computational operations that ensure the transfer of transactions. Their task is to record in a single block all transactions that have occurred on the network since the release of the previous one (on average 10 minutes), and "seal" it with a complex cryptographic signature. The next block is calculated based on the previous signature, which guarantees the irrevocability of transactions and also prevents the system from entering "false" coins. So the blocks interlock with each other, forming a chain - a blockchain. Unmatched protection. With each new unit, the computing power required by miners to calculate the entire chain from scratch grows, and the longer the chain, the harder it is to "hack" the network.
11. Complete transparency of payments. Theoretically, the history of any payment can be traced to the very moment of the generation of IMZ FashTech Token coin and it will never be deleted from the database. Knowing only the address, one can find out all transactions accepted by this address or sent from it at any time. Free choice of degree of participation. You can install the official client that stores the entire history of transactions. If you do not need offline work and analysis of IMZ FashTech Token/Blockchain of Fashion, you can install one of the light or mobile wallets that require significantly fewer resources. If you are going to only pay for small purchases or just try Blockchain of Fashion, a mobile or online wallet will be enough.



With FashTech IMZ - Blockchain of Fashion, the fashion industry, online purchases and loyalty programs will change. We believe that smart-contracts and crypto-currency are the main engine and fuel for the new era. EOS allows launching an elegant and technical solution.

Blockchain of Fashion rewards and loyalty platform for e-commerce. Our mission is to create the rewards and loyalty platform that will permeate the online retailers of all shapes and sizes and connect them with their customers by virtue of FashTech IMZ tokens.

Online stores get widgets for free. Returns rates do down from 90% to 17%. The growth of consumer traffic and conversion. Customers get rewards in FashTech IMZ.

Customers get rewards in FashTech IMZ tokens for purchases, data, invites, likes. With FashTech IMZ one can pay for an item and get discounts.

Stores buy, consumers store FashTech IMZ. Customers get a liquid token, while stores grow sales. The community gets benefits from the growth of Fashion ecosystem.

Why Blockchain of Fashion?

Distributed registries and Blockchain protocols bring unprecedented benefits:

For users:

- Rewards in cryptocurrency that aren't influenced by sales success;
- Rewards that go up in price and don't burn;
- Easy to spend or exchange to any other liquid asset;
- Personalized, individually designed recommendations, rewards and discounts.

For online stores:

- Free widgets that increase customer loyalty and sales;
- Tokenization of other loyalty programs and a special platform for generating tokens for stores;
- Using API to easily connect corporate loyalty programs to tokens or any other loyalty program and rewards;
- Free API, FashTech IMZ running on Blockchain of Fashion (EOS), managed by DAO on IPFS.

For business development and security:

- DAO, which ensures development effectiveness;
- Data Management;
- Guaranteed access to raw data for production management;
- Awards for developers who create successful solutions, and awards for stores and customers that stimulate the development of the network.

Factors affecting the cost of tokens:

Supply and demand determine the value of FashTech IMZ. Demand comes from stores that reward their customers. The offer comes from customers who spend their tokens.

1. Customers make purchases: in any stores that are members of the FashTech IMZ Network.
2. Stores reward customers with FashTech IMZ tokens (not bonus points). Stores buy FashTech IMZ tokens or on crypto-currency exchanges. This stimulates the demand for tokens.
3. Customers store FashTech IMZ or spend tokens in stores. They do not immediately spend FashTech IMZ tokens, as they expect an increase in the exchange rate. This leads to a reduction in the FashTech IMZ supply.

The user independently makes the decision on participation. The number of IMZ FashTech Token transferred to customers should be negotiated by each online store on an individual basis, depending on the level of business income of the online store. Buyers can freely exchange IMZ FashTech Token among themselves and transfer to third parties. The new owner of the tokens will be able to get total benefits.

IMZ FashTech Strategy - Tokenomics-to-Market fit

Value stimulation strategy to globally involve online stores in the tokenized economy:

1. 30% IMZ FashTech Token belongs to the Stimulating Pool of Service Users;
2. 3-5% Revenue Share of the cost of each sold pair of shoes and clothes are retained from the online store or fixed payments are made on the basis of contractual tariff plans (for 12/18 months or for the number of digitized models);
3. 30% IMZ FashTech of the contract amount is transferred to the online store, of which 50% are previously bought out from free circulation and the Stabilization Fund, and 50% from the Stimulating Pool;
4. Online stores transfer IMZ FashTech Token to their customers as compensation for the use of personalized comfort profiles and participation in loyalty programs.

This approach will allow for the quickest implementation of the Blockchain of Fashion to online stores and give the IMZ FashTech Token user value for the main users – the buyers of clothing and footwear. The number of IMZ tokens transferred to customers is negotiated by each online store on an individual basis, depending on the level of business income of the online store.

Tokenomics

The name of the coin: IMZ FashTech / Short name: IMZ

Tokens:

Ethereum network – IMZ ERC20 and ITS ERC20 standards, EOS – IMZ EOS. ERC20 IMZ FashTech is an indicator for exchanging IMZ FashTech protocol token at the rate 1:1 from the launch of the private Blockchain of Fashion – IMZ FashTech and EOS protocol token.

Money raising: ETH, BTC, USD, CHF, EUR, GBP, DKK, SGD

Hardcap total: \$100 000 000

Token price: \$0.06329114 + (personal bonuses). 1 ETH = 3,697.19996 IMZ (not considering bonuses).

Hardcap in tokens:

- 5,777,777,777 IMZ are issued following the ERC20 standard on Ethereum.
- 577,777,777 ITS are issued following the ERC20 standard on Ethereum.

Out of 100% issued ITS tokens 577,777,777 ITS will be sold.

Out of 27,5% issued IMZ tokens 1,588,888,888 IMZ will be sold.

The rest 72,5% will be distributed between the Stabilization fund and market-making, Stimulating users pool, team, bounty, marketing, bootstrap activities and secondary market offering, Blockchain of Fashion and FashTech Foundation.

Token allocation schedule:

- 27.5% sold in the token private placement sale
- 27.5% retained for the company
- 30% retained for IMZ communities, users contributors
- 15% incentives for Blockchain of Fashion.

Usage of coin:

1. Payment for the smart contract creation
2. Performing operations with smart contracts
3. Adding information on the operation to the blockchain
4. Payment for the transfer of cryptocurrency between the platform participants
5. Purchase of information from third-party sources for services within the system (the use of oracles)
6. For operations on the exchange of different currencies within the system

Type of consensus: DpoS+BFT; **Transactions per second volume:** <50 000

Block interval: 0,5 sec; **Cost of 1 transaction:** Free

API: Yes; **Dapps:** Yes; **Smart contract:** Yes

IMZ FashTech Wallet

The desktop version of the wallet allows you to carry out transactions monitor the balance, tokens, and also create, configure and execute any smart contracts in accordance with the specified schedule. Implemented in JAVA + Angular4.

Consensus protocol:

1. Selection of head and trusted nodes (DPOS)
 - a. Checking last block hash
 - b. Creation proper nodes list
2. Transaction voting procedure (BFT)
 - a. Creation of transaction list and sending it to trusted nodes
 - b. Generation of verified transaction list and exchanging between trusted nodes
 - c. Final verified transaction list creation
3. Protection against ledger recording by malicious nodes (BFT)
 - a. Creation of new block
 - b. Sending new data to all network participants then back to 1A

IMZ FashTech Node

A Node is a client-side application that is installed on the user equipment. The Node performs the processing and storage of transactions, the execution, and confirmation of the smart contract rules, request processing from third-party systems and provides data when requested.

IMZ FashTech Monitor

Multifunctional web-based tool for monitoring the history of the transactions of all network members, distribution of nodes around the world and obtaining general statistics implemented in C#.

- Total number of network nodes;
- Statistics about the execution of transactions;
- List of transactions for the specific account;
- General information about the smart contract;
- List of transactions for the specific smart contract;
- Results and status of performance of smart contracts

The amount of attracted finance in both rounds of the sale:

- **Round 1 (Private Placement Sale):** 10% from total \$100,000,000
- **Round 2 (Private Placement Sale, Token Sale):** 90% from total \$100,000,000
- **Round 3 (Token Sale):** 5% from total \$100,000,000

Token generation event details

Implementation Plan: IMZ FashTech cryptocurrency

After launching the release version of the system, a fixed amount of 5,777,777,000 IMZ will be issued. They will be exchanged at a fixed exchange rate: 1 IMZ ERC20 = 1 IMZ EOS.

IMZ FashTech token allows for the payment of goods and services in partner merchants of the IMZ Fashion Blockchain of Fashion system and can also be converted into ETH/EOS/USD at the open market, or at the IMZ FashTech liquidity contract.

Tokens will be offered on a private placement whitelist subscription, effective as of 30th of October 2018.

Token Issue Volume: 5,777,777,000 (100%)

Token Sale Volume: 1,588,888,886 (27,5%)

Hard cap: \$100,000,000

Token price: 1 IMZ = \$0.06329114 or 1 IMZ = 0.00027047 ETH, 1 ETH = 3,697.19996 IMZ (without bonuses),

Website link: <https://fashtech.network>

Accepted forms of payment: ETH, BTC, USD, CHF, EUR, GBP, DKK, SGD

Distribution of Tokens:

- 30.00% - Reserve for liquidity/Market making
- 27.50% - Total for sale now/TGE/
- 3.50% - Advisers
- 4.00% - Bounty
- 3.00% - Marketing
- 20.00% - Management/Operation/Founders and Team/Bootstrap Activities
- 12.00% - Retained for the IMZ Fashtech Foundation, Bootstrap

Sources of funds in the IMZ Fashtech Foundation:

1. 12% of the total number of issued tokens;
2. From 10% to 20% of the funds raised during the token launch (depending on the collected amount)

The sources of funds for IMZ Fashtech Foundation may change in the future.

- Project team, tokens freezing for one year – 5%
- Referrel program to reward partners, marketing partners and adviders – 10%
- Stimulating pool – 15%

- Stabilizing pool – 15%

Private Placement pre-sale - Round 1 – Start Date: 30 of October 2018.

Private Placement Sale End Date: 12th of December 2018.

Private Placement pre-sale - Round 2 – Start Date: 1st of February 2019.

Private Placement Sale End Date: 30th of April 2019.

Public Sale Start Date: 1st of May 2019.

Public Sale End Date: 15th of May 2019.

Token Issue Date: 30th of October 2018.

FashTech token allows for the payment of goods and services in partner merchants of the IMZ Fashion Blockchain of Fashion system and can also be converted into ETH/EOS/USD at the open market, or at the IMZ FashTech liquidity contract.

Liquidity (Exchanger) Smart Contract Launch 30th of October 2018.

Major Exchanges Listing 15th of May 2020 for the security token and 15th of May 2019 for the cryptocurrency.

The minimum amount of tokens purchase: US\$ 50,000.

The members of IMZ FashTech-team are not allowed to distribute their tokens within the 12 three months after the Token Issue Date. After that period, all IMZ FashTech tokens of the team will be released for distribution in the amount of 20% of the tokens owned by a member of the IMZ FashTech team every month, so that 18 months after the Token Issue Date, all IMZ FashTech tokens owned by the members of the team are released from lock-up.

It is also worth remembering that within the United States, a number of security tokens are offered under the Reg. D exemption, which allows for any particular offering to have a maximum of 2,000 accredited investors.

Token issuing/Mining

Within Private Sale 1 and Private Sale 2, tokens will be issued manually using the main smart-contract strictly at specified time intervals with a limit on the hardcap. There are following hardcap rounds:

Private Sale 1: 10% of the total amount of tokens, which are planned for sale (953 333 332,80), will be issued.

Private Sale 2: 85% of the total amount of tokens, which are planned for sale (953 333 332,80), will be issued.

If during the Private Sale 1 round tokens are not sold, HardCap of the next Private Sale 2 round increases by the number of unsold tokens, this rule also applies to the open TGE round.

Tokens are issued for a specific sale and purchase transaction, tokens will not be released in advance.

At the start of the open TGE, an automatic smart contract round will be launched. A maximum of 5% of all tokens that are scheduled for sale will be issued - 79 444 444.40.

During an open TGE:

ETH buyers: receive tokens instantly, in the same transaction, automatically selling through a smart contract.

BTC buyers: receive tokens within 2 weeks. Payment in BTC occurs at a single address, and then service software notifies the smart contract of the required amount of token reserve for BTC participants, which they will receive on their second Ethereum wallet, having registered in the Personal Account.

During all rounds of TGE, the smart contract is finalized and the remaining 72.5% of tokens are released.

The goal of issuing: self-regulation, transparency, egalitarianism.

The base of the financial system is a decentralized network that provides costs self-regulation, needed for the functioning of the crypto-currency. This approach allows determining the optimal state when work efficiency at the highest point. An open source network. This means that anyone who decides to take part in it becomes not only the holder or user of the IMZ, but also participates in the support of the system. The network protocol is designed in such a way that both specialized and non-specialized computers have congruent efficiency when working on the network.

Technical characteristics of the mining network:

- Algorithm: Dagger-Hashimoto
- Block time creation: 0.5 seconds;
- Network complexity is recalculated after each new unit;
- Rewards for miners are decreased after each block following the formula (main reward = $(MSupply - A) / 218$, when $MSupply = (264 - 1)$ atomic unit, and A is a number of created tokens);
- Each coin has 8 numbers after the comma;
- The maximum number of coins - 5,777,777,000 IMZ;
- The number of coins in circulation - 5,743,110,340 IMZ.

Anyone is allowed to participate in the network, using the computing power of their computer. Thanks to this mechanism, transaction processing is decentralized, which allows a person to be not only an IMZ user, but also a participant. Everyone makes this decision independently. You can contribute to the maintenance of the network and receive a reward in the form of new coins IMZ or buy them on the exchange.

Tokens are issued by FashTech IMIGIZE Limited (Hong Kong), which owns the IMIGIZE brand and exclusive intellectual property rights.

https://www.hongkongcompanygo.com/hongkong?utm_term=Fashtech-Imigize-Limited&utm_source=2756146.

Road map

2015 Scientific discovery of the objects inner volumes measurement

- the idea of footwear and apparel contactless fitting as a solution of e-commerce problems;
- the study of world experience in solving these problems;
- searching for technological solutions for measuring the internal volumes of footwear and clothing;
- scientific discovery of the method of measuring the internal volumes of shoes and clothes;
- development of a business model for a contactless fitting service;
- attracting first venture investors;
- company opening in Hong Kong.

2016 R&D and PCT patent application

- team building: developers, scientists and engineers in the field of digital measurement methods, designers; shoe and clothing technologists, managers of relations with global manufacturers and retailers of clothing and footwear (25+ people);
- filing a PCT patent application for measuring the internal volume of objects;
- development of industrial technology for digital measurements of internal volumes of shoes and clothes;
- construction and launch of the world's first Blockchain Lab Eastern Europe on the digital measurement of the internal volume of shoes;
- development of the "Imigize Service" hardware and software complex for integration with online stores;
- start of pilot integration with the largest stores: Wildberries (30 million unique users per month), RunLab (global brands of sports shoes), Sportmaster (90 million users).

2017 FashTech IMIGIZE - Blockchain of Fashion project development

- partnership agreements with global manufacturers and retailers of shoes: Keddo, Converse, Strobbs, Ecco, Anta, Heelys, Vans;
- development of a mobile app for 3D anthropometric measurements (iOS / Android);
- start of R&D on using Blockchain on Imigize technology for clothing;
- Road Show: participation in world investment forums, fashion exhibitions;
- Negotiations with Chinese partners to open Blockchain Lab China in China.

FashTech IMIGIZE - Blockchain of Fashion involves the global events of 2018-2022, which will cover major retailers of footwear and clothing: the USA, Brazil, the UK and Europe (France, Italy, Spain, Germany, and the Netherlands), China and the countries of Southeast Asia, the League of Arab States.

2018 FashTech IMIGIZE – Blockchain of Fashion launch / entry into the markets of the United States, the League of Arab States (Saudi Arabia, United Arab Emirates, Sudan), Europe (Italy, France, Spain, UK), China, Japan and South Korea

- IMZ token sale; development and launch of the FashTech Imigize - Blockchain of Fashion platform;
- full integration with online customers; 70 suppliers (3D-scan-photo);
- development and launch of the first Blockchain Lab China; China also accounts for the largest share of all footwear exports, with \$71.1B. Therefore it accounts for over 50% of the total world trade. Vietnam and Italy are the second and third largest exporters of footwear, exporting \$13.6B and \$12B respectively. The top 3 exporter account for 69.6% of the total exports in this segment. Rounding off the Top-5 largest exporting regions of footwear is Indonesia with exports of \$5.59B and Germany \$3.78B;
- 10 language groups support in a mobile app: English, Italian, French, Spanish, Chinese, Japanese, Korean, Brazilian Portuguese, Arabic and Russian;
- pilot integration with the first American online store, importer of footwear brands produced in China;
- continuing R&D on the use of FashTech Imigize technology for the apparel selection;
- include players from the United States, the League of Arab Stated (Saudi Arabia, United Arab Emirates, Sudan), Europe (Italy, France, Spain, United Kingdom), China, Japan and South Korea in the FashTech Imigize ecosystem - Blockchain of Fashion. But most of these exports go to other footwear-exporting countries Import data for the same period shows that the value remained more or less stable, with an increase of \$1.74B in total: USA \$140M (8.1%), Saudi Arabia \$86.1M (5%), United Arab Emirates \$78.9M (4.5%), Italy \$73.7M (4.2%), Sudan \$60.1M (3.5%), France \$64.8M (3.7%), UK \$62.3M (3.6%), Spain \$46.3M (2.7%).

2019 entering markets in Brazil, Europe (Germany, the Netherlands) and countries of Southeast Asia

- Include players from the USA, the League of Arab States, Europe (Italy, France, Spain, Great Britain), China, Japan and South Korea in the FashTech Imigize – Blockchain of Fashion ecosystem. Data of the export value of the footwear industry from the top 12 countries for use in analysis: China \$1.16B (67%), Vietnam \$47.5M (2.7%), Brazil \$176M (10%), France \$33M (1.9%), Spain \$26.6M (1.5%), Indonesia \$21.1M (1.2%), India \$17.2M (0.99%), Panama \$28.9M (1.7%), Italy \$24.6M (1.4%), Thailand \$24.2M (1.4%), Germany \$12.6M (0.72%), Netherlands \$13.4M (0.77%);
- integration with largest US online-stores: Amazon, Wal-Mart, Costco, The Kroger Company, Home Depot, Walgreens Boots Alliance Inc, Target, Lowe's, Best Buy,

Zappos, Yoox, Revolve, Nordstrom, Farfetch, Dick's Sporting Goods, L.K. Bennett, Macy's, Neiman, Marcus, NET-A-PORTER, Saks Fifth Avenue;

- integration with Chinese (Japanese and South Korean) online retailers: Alibaba, AliExpress, JD, Taobao, LovelyShoe, Vancl, LightInTheBox, Lovelyshoes.net, ShoesPie.com, Rakuten, Gmarket.co.kr, shoesone.co.kr, Koreanfashionist;
- Blockchain Lab China, Blockchain Lab Brazil, Blockchain Lab West Europe, Blockchain Lab USA, Blockchain Lab APAC-Countries launch;
- up to 500 suppliers' footwear digitalization, digitalization volume is 5-8M pairs per year;
- first Blockchain Lab Apparel launch;
- pilot digitalization of the stock of the first apparel supplier;
- installation of 300-500 scanners in shopping centers and shops in cities of China, USA, Brazil, Japan and South Korea, the League of Arab States (Saudi Arabia, United Arab Emirates, Sudan), Europe (Italy, France, Spain, the United Kingdom);
- improvement of the mobile application version with improved accuracy in measuring legs and adaptation to the anthropometrics of local market buyers;
- 10 language groups support in the mobile app: English, Italian, French, Spanish, Chinese, Japanese, Korean, Brazilian Portuguese, Arabic and Russian;

2020 complete apparel digitalization

- FashTech Imigize - Blockchain of Fashion for Apparel (Fashion) Industry ecosystem expansion;
- Mass integration with 100 largest online stores around the world, in any region where apparel and footwear are sold;
- Blockchain Lab China, Blockchain Lab Brazil, Blockchain Lab West Europe, Blockchain Lab USA, Blockchain Lab APAC-Countries scaling to 7 with the production volume up to 10M pairs per year; digitalization of footwear and apparel of 1000+ suppliers;
- installation of 1000-3000 scanners in shopping centers and shops in cities of China, the USA, Brazil, Japan, South Korea, the League of Arab States (Saudi Arabia, United Arab Emirates, Sudan), Europe (Italy, France, Spain, the United Kingdom);
- connection of a mobile application for mass use by any buyers, regardless of the location; mobile app support for 20 language groups, not including English, Italian, French, Spanish, Chinese, Japanese, Korean, Brazilian Portuguese, Arabic and Russian;

2021 global footwear and apparel markets coverage/FashTech IMIGIZE – Blockchain of Fashion apparel digitalization

- FashTech IMIGIZE - Blockchain of Fashion scaling on the global footwear and apparel market;
- Open integration with any players of the footwear and apparel market;
- Footwear and apparel digitalization with a production volume from 10M pairs per year.

Costs on the road map

Calculations are made on the assumption of collecting US\$ 100 million on Hard Cap.

If fund raised are lower than suffers a cost item of number of simultaneously opened Blockchain Labs (Digitalization Centers) in favor of integration costs and IT development of major products. In this case, the opening is delayed and will be paid from own income.

A

33% of the cost ~ US\$ 33M: the opening of the footwear and apparel Blockchain Labs

Up to 70% of shoes and clothes are being produced in China and Asia. The main costs needed for the launch of the Blockchain Lab and footwear and apparel industrial scanning: facilities, equipment, logistics, operations. We are planning to open: three Blockchain Labs China in Asia (Guangdong province with Guangzhou and Dongguan as industrial centers, Zhejiang province in the Wenzhou and Taizhou, in the western part of the country in Chengdu and Chongqing, Quanzhou and Jinjiang) with production capacity up to 10M pairs per year; 1000+ suppliers' footwear and apparel digitalization and Blockchain Lab APAC-Countries (Vietnam Indonesia, India, Thailand), as well as in Brazil, the USA, West Europe - Blockchain Lab USA, Blockchain Lab Brazil, Blockchain Lab West Europe in locations of global brands production with industrial capacity able to cover main factory capacities, e.g.:

- Blockchain Lab West Europe (France \$33M (1.9%), Spain \$26.6M (1.5%), Italy \$24.6M (1.4%), Germany \$12.6M (0.72%), Netherlands \$13.4M (0.77%)),
- Blockchain Lab Brazil (Brazil \$176M (10%),
- Blockchain Lab USA (8.1%),
- Blockchain Lab China (China \$1.16B (67%),
- Blockchain Lab APAC-Countries (Vietnam \$47.5M (2.7%), Indonesia \$21.1M (1.2%), India \$17.2M (0.99%), Thailand \$24.2M (1.4%)),
- China also accounts for the largest share of all footwear exports, with \$71.1B. Therefore it accounts for over 50% of the total world trade. Vietnam and Italy are the second and third largest exporters of footwear, exporting \$13.6B and \$12B respectively. The top 3 exporter account for 69.6% of the total exports in this segment. Rounding off the Top-5 largest exporting regions of footwear is Indonesia with exports of \$5.59B and Germany with \$3.78B.
- https://atlas.media.mit.edu/en/visualize/geo_map/hs92/import/show/all/640220/2016/
- These Blockchain Labs will allow to digitize, i.e. to measure in the digital 3D format internal volume of samples of the produced models of shoes/apparel on the stage of its shipment to all customers, primarily global shoe/apparel brands and major shoe/apparel retailers. The shoes and clothes will go on sale with a digital identification. Any online store in any country of the world can use the service for remote fitting and selling shoes and clothes.

B

57% of the cost ~ US\$57M (Hard Cap\$100M): Infrastructure, marketing, integration

Part 1, scaling:

- Staged installation of a large lot of portable scanners: 1000 - 3000 units in malls and stores in the cities of China, the USA, Brazil, Japan, South Korea, the League of Arab States (Saudi Arabia, United Arab Emirates, Sudan), Europe (Italy, France, Spain, the United Kingdom).
- Remote administration of computers with scanners, mobile applications, payroll cost.

Part 2, marketing and connection/integration with partners:

- Top range brand: Adidas, New Balance, Nike, Puma, Reebok, ECCO Sko A/S, designers, luxury brands;
- American market – Amazon, Wal-Mart, Costco, The Kroger Company, Home Depot, Walgreens Boots Alliance Inc, Target, Lowe's, Best Buy, Adidas AG, Brown Shoe Company, Deckers Outdoor Corporation, Kenneth Cole Productions, LaCrosse Footwear, Nike, Nine West Group, R.G. Barry Corporation, Vans, Weyco Group, Wolverine World Wide, Zappos, Yoox, Revolve, Nordstrom, Farfetch, Dick's Sporting Goods, L.K.Bennett, Macy's, Neiman Marcus, NET-A-PORTER, Saks Fifth Avenue.
- European market - Vente Privee, CDiscount, 3 Suisses, Zalando, Boohoo, Missguided, Lavish Alice, Pretty Little Thing, Glamorous, Monki, In The Style, Linzishoes, Bata, Vivarte, Foot Locker, ANWR GROUP, Eram, Clarks, ShoesPie.com, Virgilio, Spartoo, Luisaviaroma, BuyVIP, Mytheresa.com, Stylebop, Terrific.de, Sarenza.de, ItalDesign, Fashionesta, Weber Schuh, Navabi, Stylist, Juniqe, Fashionfly, Brandlots, Alba Moda, More & More, Inflammable, Betty Barclay, Mirapodo, Fifteen.
- Chinese market - Alibaba, AliExpress, TMall, JD, Taobao, Vancl, LightInTheBox, Lovelyshoes.net, Shangpin, Meilishuo, Nuandao, VIP, Moonbasa, Sammydress, Banggood, Tmart.
- Japanese market - Rakuten, ZOZO, Marui OIOI, Isetan, Gyaru-kei, Gyaru-o -kei, Onii-kei, Kireime-kei.
- South Korean market - Gmarket.co.kr, shoesone.co.kr, koreanfashionista.com.

Software integration with the shops, the installation of try on widgets, establishing control of mutual settlements for the sold shoes, the development of private and public solutions for mass integration API.

To popularize the service among the end customers (clothing and footwear online buyers) we plan to promote the service using media and social media, ads - CPM month-over-month on iOS \$7.52, Android at \$2.05.

LTV (Lifetime Value)/ CLTV (Customer Lifetime Value) is the average income from one paying user - \$9. Return of marketing investments (ROMI), ROMI = (income - marketing expenses) / marketing expenses - 83.55%. Taking into account the annual marketing budget of \$7.5M with advertising coverage for 1B (billion) users per conversion - 10% active ID-profiles equal to 100M (million) potential buyers and 1% paying customers equal to 10M (million) active loyal followers

making at least two purchases per year at an average price of \$ 95.
<https://fiksu.com/resources/mobile-cost-indexes/>

Profit (Operating profit) / Revenue \$90M;

ARPU (Average Revenue Per User) ARPU = total profit/ number of users. ARPU=9

CAC (Customer acquisition cost) / CPO (Cost Per Order). CPO = costs on users attraction/ number of orders. CPO=\$0.35

CAC = MCC/CA, when MCC is all marketing costs for users attraction, CA is total attracted users. It is considered in conjunction with another indicator: LTV. The lower the CAC compared to LTV, the more cost-effective your costs are in attracting new customers.

AOV (Average Order Value) AOV = total profit/ number of orders. AOV = \$4.5

<https://fiksu.com/resources/mobile-cost-indexes/>

To attract crypto-investors, the largest online stores and retailers, owners of clothing brands, shoes, the focus is on the Road Show: global and local profile event-marketing events in the field of e-commerce, fashion, clothing and footwear trade, financial technologies and investments blockchain, crypto.

The main task of Business Development (USA, China, Brazil, West Europe) is partnership with 15+ leading global brands and 100+ global online retailers of shoes and clothing - at least 60-80% of the fashion market.

C

**5% of the cost ~ \$5M (Hard Cap\$100M):
Research and Development**

These expenditure items include:

- Project hardware and software improvements: internal volume 3D scanning methods, apparel and footwear fitting degree algorithm, structuring the main database, developing new functions, etc.
- Mobile iOS/Android applications for regional markets improvement and adaptation.
- Scientific research in in-depth mathematical analysis, technology improvements, statistical research on the basis of the 3D feet/body, training the neural network, improving the accuracy of measurement.

D

**5% of the cost ~ \$5M (Hard Cap \$100M):
FashTech Imigize - Blockchain of Fashion platform**

These expenditure items include:

- Blockchain of Fashion algorithm development in accordance to the current Fashion market requirements;
- All hardware Blockchain components development:
- Blockchain protocol;
- Crypto-infrastructure;
- Data processing service;
- Smart-contracts development:
 - «End-buyer - Online Retailer»,
 - «Distributor - Online Retailer»,
 - «Manufacturer – Big Data»,
- «Online Retailer - Affiliated Partner» and so on.
- Tracking service of different types of smart-contracts;
- Decentralized app for online retailers;
- Decentralized app for all “Global footwear and apparel market” network participants on the FashTech Imigize - Blockchain of Fashion platform;
- Mobile apps for the decentralized app;
- The development of other SDK (a set of development tools that allows software specialists to develop applications for a certain software package) on the generation and storage of data, flows reviews integration, creating algorithms for market analysis and verification of participants, protocols of information exchange.

Full detailed Project Plan for FashTech Imigize - Blockchain of Fashion development will be published for open access during next stages of project development.

Team, Key advisors

- Cohesive, high-impact entrepreneurial executive team
- Combining experience from Blockchain + Fashion + Ecommerce + VentureCapital + Promotion + Finance + Software + Cryptocurrency
- Unique access to talent with a strong industry-insider “bench” of talent ready for deployment
- Core Team & Advisors

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Max Smetannikov (New York City, USA), Board Member, Funding and Strategy Advisor. CEO at Marlboro Victor Group (MVG) and at Advisory TGE, Board Member of the numerous startups and blockchain companies. Max has been running MVG for 15 years, providing communications, investor relations and consulting market entry services. With offices in New York, Moscow and London, and rep offices in 40 countries, MVG has two large sets of clients: companies from non G-7 countries seeking entry, and startups looking to enter into specific industries. Under Max's tutelage MVG has done large scale work in advertising, aerospace, agricultural, apparel, banking, blockchain, cannabis, cloud computing, crypto-currency, defense, drone, education, e-commerce, entertainment, financial services, gambling, liquor, luxury goods, media, online streaming, oil and gas, radio, real estate, remittances, sports and telecom industries, among others. Max started his career as a writing journalist, eventually graduating to being an industry analyst and then a media executive. In the latter role, Max built up three advertising agencies and two media sales houses, and prepared two IPOs. Over the span of his career Max worked at 9.8 Group, Bloomberg News, Current Analysis, NBC and Ziff-Davis Media, among other engagements. Max is an American University alum. <https://www.linkedin.com/in/max-smetannikov-17b17/>

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Robert Hiley (Hong Kong, London), Product, Footwear Manufacturing Management and Strategy Advisor. Vice President at Product Supply for Timberland Footwear at VF Corporation more than 10+ years, where he oversaw the development and manufacture of 25 million pairs of shoes per annum. CEO at Sourcing and Supply Chain Solutions, and a seasoned executive and 30-year veteran of the footwear industry. Robert Hiley is a passionate shoemaker and product

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Read the complete information presented in the Whitepaper, "Notice of risk", "T&C" before purchasing IMZ tokens.

Ensure that you are aware of all of the potential risks prior to obtaining IMZ tokens.

The "Notice of risk" details all potential risks that you should consider. We recommend that you seek out independent financial advice before engaging in any sort of business endeavor.

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Local restrictions

It is also worth remembering that within the United States, a number of security tokens are offered under the Reg. D exemption, which allows for any particular offering to have a maximum of 2,000 accredited investors.

Citizens, residents (tax or otherwise), of the PRC are ineligible to purchase any IMZ tokens during the TGE (as referred in this Whitepaper).

Participation in the IMZ tokensale for:

- The UK citizens or residents will be restricted to self-certified sophisticated investors only;
- Hong Kong citizens or residents will be restricted to professional investors only.

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